
EXPERIENCE

Renovia Inc.

Austin, TX (Remote)

Brand Marketing Manager, leva Pelvic Health System

April 2021- Present

- Develop and execute strategic marketing programs to drive leads and increase conversion (paid search, referral programs, discount programs, speakers' bureaus, email campaigns, etc.)
- Conduct consumer (patient, HCP, payer) segmentation market research to develop product positioning and messaging, incorporate findings into print and digital assets
- Lead partnership strategy for patient support organizations, strategic accounts, and medical associations
- Create content and manage engagement/reporting for the leva app, social media channels, and website
- Lead tradeshow strategy, planning, and execution for local and national medical conferences (booth and collateral development, messaging, email/social/print promotion, post-event MQL and SQL management, etc.)
- Partner with product and develop teams for updates and improvements for the leva app and full product offering

Hologic, Inc. (via acquisition of Acesa Health)

Austin, TX (Remote)

Associate Manager, Marketing and Medical Education

August 2020- April 2021

- Coordinated and completed the Acesa brand re-launch post-acquisition. Quickly promoted to lead national medical education for the Acesa device
- Developed content strategy and calendar of events for customer programs including national webinars, virtual case observations, live case observations, hands-on trainings, and dinner events
- Owned KOL engagement strategy for the Acesa device; responsible for identifying, developing, training, and maintaining collaborative relationships with key academic and community OB/GYNs
- Launched new dashboards and reports to track key physician education metrics, presented weekly updates to leadership

Acesa Health (acquired by Hologic, Inc.)

Austin, TX

Marketing Specialist, Acesa Device

October 2019-August 2020

- Key member of a three-person marketing team for a medical device start-up, fully responsible for ownership of physician marketing, tradeshow planning, physician training and education, and KOL strategy. Acesa Health was acquired in August 2020 and is now part of Hologic, Inc.
- Managed agency relationship and oversaw development of new sales tools (brochures, VAC packages, one-pagers, training guides, email templates, etc.)
- Developed an online training platform for prospects consisting of case videos, learning modules, clinical summaries, etc.

Gerson Lehrman Group (GLG)

Austin, TX

Client Solutions Manager, Life Sciences

July 2016-October 2019

- Relationship manager for a diverse portfolio of medical device, biotech, and pharmaceutical accounts (over \$1,600,000 in annual contract value)
- Pitched and managed multi-phase market research projects on behalf of life sciences clients which included VOC interviews, quantitative studies, cadaver labs, and round table events
- Highest commercial revenue earner on a nine-member team, personally achieving 30% revenue growth across accounts YOY in 2018

EDUCATION

Tulane University, School of Public Health and Tropical Medicine

Bachelor of Science in Public Health, Economics Minor

- Honors: Dean's Honor Scholar (4-year, full-tuition scholarship), Dean's list (5 semesters), Phi Eta Sigma Honors Fraternity
- Graduated Cum Laude: Major GPA: 3.9, Cumulative GPA 3.6

SOFTWARE EXPERIENCE

- Google Analytics, Google Ads Manager, Constant Contact, MailChimp, Hootsuite, Canva, Facebook/Instagram Business, LinkedIn Ads, WordPress, HubSpot, Salesforce, Webinar platforms (Zoom, On24, Webex), etc.

SKILLS & INTERESTS

- | | | |
|-----------------------------------|---------------------------|------------------------|
| • Strategic planning & messaging | • Paid search | • Tradeshow management |
| • Metrics development & reporting | • Social media management | • RFP management |

