

JOE MANZARI

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EXPERIENCE

Thermo Fisher Scientific, Springfield, MO (remote)

November 2020 – Present

Senior Manager, Global Market Development

- Lead development of HCP global promotional campaign, including differentiated branded message platform and creative campaign
- Lead ideation and development of HCP resources, programs and activities, in the global model with key country-level colleagues and global functions
- Develop HCP deliverables in support of digital go-to-market strategy
- Ensure product launches are digitally enabled
- Ensure robust KPIs are developed for all promotional initiatives that can be utilized
- Locally contribute to delivering of a solid worldwide launch plan for NGS instruments
- Work with local markets to ensure implementation that is consistent but takes into consideration market differences including local compliance requirements
- Constantly look for ways to innovate in our communication approach to deliver best-in-class messages to a broad range of customers (including use of all available channels)

Saint Luke's Health System, Kansas City, MO

December 2017 – September 2020

Senior Marketing Manager / Senior Copywriter

- Generated a 500% increase in oncology referrals and a 225% increase in maternity referrals
- Nurtured customers with relevant content served through multiple digital channels
- Wrote across the entire media spectrum, including print, web, blogs, white papers, digital, video, outdoor, e-books, presentations, and social media
- Ensured creative marketing materials undergo regular review and adhere to brand guidelines
- Maintained campaign/program KPI and metrics dashboards to measure the effectiveness of marketing activities; report on these metrics regularly and adjust tactics to improve performance

John Deere, Olathe, KS

December 2012 – December 2017

Marketing Manager / Advertising Copywriter

- Grew B2B sales network from 25 to 250 customers through data-driven marketing
- Developed and presented salesforce training and technical customer education material in collaboration with product management, R&D, and global commercial teams
- Designed dynamic training curriculum across all related product portfolios, applications, verticals, and manage content in training libraries

Freelance Copywriter, Portland, OR

December 2011 – December 2012

- Developed content marketing for clients including: Portland Leadership Foundation, Human Investing, Family Business Advisers, Excel Oregon

Pacific Seafood, Portland, OR

August 2011 – December 2011

Copywriter / Director of Communications

- Defined metrics and KPIs to assess campaign success and ROI to inform future strategy and tactics
- Developed e-commerce lead generation, email marketing, and Google Analytics
- Worked with team to conduct A/B tests around increasing the effectiveness of social media

United States House of Representatives, Washington, DC

March 2010 – December 2010

Copywriter / Director of Communications

- Wrote persuasive copy for the web, press releases, speeches, and social media

EDUCATION

University of California San Diego, La Jolla, CA

June 2005

Bachelor of the Arts in Philosophy