

JULIA SMITH

Senior Marketing Professional
Denver, Colorado

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🌐 linkedin/pub/julia-smith/7/ba8/3ab

EDUCATION

PURDUE UNIVERSITY

Bachelor of Science
Computer Graphics
Technology
Focus: Interactive
Multimedia Development

TECHNICAL PROFICIENCIES

WordPress, Photoshop,
Illustrator, InDesign,
DreamWeaver, HTML,
Microsoft Office Suite,
MailChimp, Hootsuite,
Google Analytics,
Google AdWords, Skype,
Acrobat, CRMs, Social
Media Platforms

KEY AREAS OF EXPERTISE

Project Management,
Strategic Planning,
Brand Development and
Marketing, Marketing
Research and Strategy,
SEO/SEM, Graphic
Design, Team Leadership,
Digital Advertising and
PPC, Analytics and
Data Reporting, Project
Management, Public and
Media Relations, Social
Media Marketing, Event
Management, Budget
Management, Internal
Communications, Market
Analysis, Product Launches
and Positioning, Marketing
Collateral

Innovative marketing professional with more than 10 years of experience in strategic marketing that deliver bottom-line results. Expertise in the planning, development, and implementation of strategic marketing communications programs targeted to both internal and external audiences. Proven ability to identify business needs and create customized marketing programs that support organizational goals. Strategic thinker with a track record of strong tactical planning and program execution. Solid financial management skills with proficiency in developing and managing departmental budgets. Collaborative leader with a demonstrated ability to build and manage cohesive teams that exceed project goals in a highly competitive and rapidly changing marketplace. Detail-oriented with a history of prioritizing multiple projects in fast-paced, deadline-driven environments.

EXPERIENCE

PROPEL MARKETING & DESIGN, INC.

Marketing Strategist, 2016 – Present

Create strategic marketing efforts for clients of a full-service internet marketing company specializing in SEO, PPC, social media marketing, search engine marketing, and graphic design. Advise clients in branding, marketing, and strategic positioning efforts. Secure new business opportunities through proposal development and effective presentation of firm's service offerings.

NORTH SUBURBAN MEDICAL CENTER

Director of Marketing & Business Development, 2015 – 2016

Oversaw medical center's business development, branding, and marketing communication efforts. Collaborated with departmental leadership to develop and execute strategic plans to increase hospital business and profitability. Managed advertising, marketing collateral, media relations, direct marketing, web site, physician referral, special events, and promotions. Coordinated internal communication efforts. Represented North Suburban on Health ONE system marketing team, collaborating on system-wide marketing and public affairs activities.

- Collaborated with physicians and practice administrators to implement community awareness and branding strategies that resulted in increased patient volumes.
- Increased medical center's social media followers by 25 percent through development of content of interest to consumers, including patient stories, awareness campaigns, and safety tips.

COMMUNITY HEALTH SYSTEMS

System Marketing Director, 2013 – 2015

Led strategic planning and implementation of marketing efforts to enhance brand loyalty and market share. Created market strategy designed to build system-wide brand and differentiate brand from competitors. Analyzed market trends, competitive positioning, and forecasts to aid in planning and implementation of marketing efforts. Implemented marketing campaigns, including development of creative messaging, production of collateral materials, maintaining website and management of special events. Coordinated media and public relations, including development of press releases, identifying media opportunities, and serving as spokesperson for internal and external audiences. Ensured media communications comply with HIPAA and counseled senior management on message development. Oversaw social networking and digital media plans. Supervised chaplain and volunteer services.

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WESTSIDE REGIONAL MEDICAL CENTER

Director of Marketing, 2012 - 2013

Directed marketing, advertising and public relations campaigns for facility, multiple service lines, physician practices, and community-based organizations. Managed all aspects of campaign implementation from initial planning and messaging development through final execution, resulting in greater visibility and increased revenue. Implemented successful social media portfolio. Coordinated a variety of community events and managed relationships with professional organizations and local governmental entities. Coordinated crisis management, philanthropic initiatives, and community relations.

UNIVERSITY OF CHICAGO MEDICAL CENTER

Marketing Communications Specialist, 2010 - 2012

Oversaw major mass media marketing initiatives, including management of ad agency, video development, and coordination of communication and approval process with physician and hospital leadership. Collaborated with department leaders to identify marketing needs and ensure cohesive messaging. Coordinate with outsourced creative service providers. Led brand management efforts and oversaw website development and maintenance. Developed and managed marketing budgets. Built relationships with physicians, other health care providers, and medical center's leadership.

TENET HEALTHCARE CORPORATION

Marketing Manager, 2008 - 2010

Managed both internal and external marketing efforts for two acute care hospitals. Coordinated media relations, collateral development, event planning, promotions, and publications. Developed website and created quarterly newsletter targeted to 150,000 homes. Designed medical staff newsletter. Managed media relations for 24-hour trauma media call. Supervised external public relations and advertising agencies and coordinated communication between agencies and CEO, administrative staff, department directors, and regional office.

- Led multifaceted marketing efforts supporting the elevation of both hospitals to Comprehensive Stroke Centers.

SG VETERANS HEALTH ADMINISTRATION

Lead Program Support Assistant, 2007 - 2008

Coordinated credentialing process for employees, gathering required information from educational institutions, license issuers, certification boards, employee references, and other employees. Managed and trained eight employees.

COMMUNITY FOUNDATION OF NORTHWEST INDIANA/SMMC

Marketing Assistant, 2005 - 2007

Developed internal and external communications and marketing material for 190-bed acute care hospital. Coordinated special events to promote hospital services and programs. Analyzed marketing efforts and developed recommendations for future marketing programs.