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Dedicated, passionate, professional offering extensive experience as a Director of Marketing for quality organizations delivering impactful results. Skilled at: establishing client relationships, defining needs, and presenting innovative marketing solutions to meet those requirements. Proficient at: directing team members, managing life cycles, and ensuring deliverables are achieved on time and within budget. Excel at: organization, prioritization, and communication with colleagues and clients. A leader consistently rewarded with greater levels of responsibility due to a track record of performance and accomplishment in fast-paced environments.

### **Areas of Expertise include:**

- Portfolio Management
- Campaign Development
- Customer Journey
- Brand Messaging
- Data, Analysis, & Trends
- Traditional & Digital Marketing
- Budget Development
- Resource Planning
- Business Development
- Relationship Building
- Staff Training & Mentorship
- Vendor Integration
- Omni-Channel Solutions
- Consumer Relationship Marketing
- Brand Awareness & Expansion
- Content Creation & Collaboration
- Revenue & Profit Growth
- Project Management
- Adherence & Compliance
- Attention to Detail
- Active Listening
- Teamwork
- Process Integration
- Issue Resolution

## **Professional Experience**

**TARGETBASE** • Greensboro, NC • 2008 - 2020

### **ACCOUNT DIRECTOR** • 2018 - 2020

Offered multifaceted support in several key areas including: business development, analytics, strategy, digital marketing, account service, and database technology. Engaged with clients across an array of industries and developed comprehensive marketing plans tailored to their business strategies. Integrated these marketing efforts into campaigns in an effort to drive revenue for client products and services.

#### **Key Accomplishments:**

- Led colleagues on the Client Service, Creative, Technology, Digital, Analytics, and Strategy Teams defining objectives, defining actions, and ensuring exemplary support.
- Implemented and managed an email campaign that mitigated \$1MM in client losses.
- Participated in Requests for Information (RFI) for various business units before subsequently acquiring them as clients.
- Collaborated with the Analytic & Strategy teams to offer impactful insights into patient behavior and solutions.
- Launched a breakthrough customer-facing tracking system that achieved a 34% adoption rate and shortened prescription fill times by two days. It also combatted the 50% drop-off rate experienced by new prescriptions.
- Created an eCRM program based on patient data that increased interaction with Nurse Support Services by 10%.
- Overhauled the patient facing website into a streamlined content management system that improved abandonment rates and registration percentages.
- Introduced a new “e-Wallet” copay card with the capability to be used in the patient’s iWallet or Google Wallet Apps.
- Received the A-Team Award internally in 2020.

### **ACCOUNT SUPERVISOR** • 2016 - 2018

Designated as the client lead on a key piece of business leading a team of 10 colleagues working for a portfolio of clients in various areas of business. Instructed team members how to contract clients for expanded services in an effort to grow the business relationship and capitalize on revenue.

#### **Key Accomplishments:**

- Oversaw the planning and execution of Advanced Analytics Projects.
- Increased client revenue by 80% YOY in 2016 – 2017, followed by another 49% growth in 2017 – 2018.
- Generated new ideas on how to comprehensively expand the footprint of the organization with client solutions.

- Redesigned the patient-facing website which improved usability, offered requested information, and raised engagement by 5%.
- Utilized Tableau, Business Objects and other platforms to run and refresh dashboards, provided direction for dashboard development, and translated the outputs for client readouts.
- Provided a full suite of Email Marketing Services to clients. Actively involved with the strategy, KPI development and analytic plan. Oversaw the campaign set-up, creative process and html coding.
- Won DTC National Award – Bronze Medal, Best Patient Support Program in 2018.

## **SR. ACCOUNT EXECUTIVE • 2014 - 2016**

Engaged with clients across industries such as pharmaceutical and insurance, defining their unique challenges, and presenting solutions for their products and services. Oversaw a team specializing in advanced analytics including Media Mix Modeling and Segmentation.

### **Key Accomplishments:**

- Applied advanced analytics to successfully increase user engagement.
- Familiar with Salesforce for email deployment. Wrote specs that would function properly within the SF parameters for proper data exchange, reporting and campaign implementation.
- Integrated support across multiple departments to service the needs of the client.
- Actively managed client databases ensuring that all pertinent data was up to date.

## **ACCOUNT EXECUTIVE • 2011 - 2014**

Offered high caliber support to multiple clients in the pharmaceutical industry integrating CRM systems that streamlined business operations. Handled both Account and Database Services for the clients serving as a liaison between the client, creative team, database team, and legal department.

### **Key Accomplishments:**

- Maintained deliverables and ensured clients solutions were executed according to schedule.
- Achieved the Triumph Award in 2012 for internal excellence.

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## **Information & Technology Platforms**

MS Office Suite (Word, Excel, Visio, PowerPoint, & Project) • Webbi4 • Business Objects • Tableau • Salesforce • Twilio

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## **Education & Training**

**Bachelor of Arts in Public Administration**  
CAMPBELL UNIVERSITY | Buies Creek, NC | Presidential & Crosby Scholar