**JANE DOE**

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**SUMMARY**

Strategic marketing professional with eleven years of experience in pharmaceutical and healthcare communications. Combines deep industry knowledge with experience guiding campaign development, product launches, and content strategy to elevate brand profiles. Excels at crafting high-impact communications and maintaining consistent messaging to team members and clients across multiple cities and time zones.

**SKILLS & EXPERTISE**

• Presenting Marketing Decks over Zoom and Google Meet • Long Distance Project Management • ROI Forecasting • Branding / Rebranding • A/B Testing Oversight • Search Engine Optimization (SEO) • Public & Investor Relations

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| **E X P E R I E N C E** |

ROWE BIOPHARMACEUTICALS | New York, NY

**Senior Marketing Communications Manager** 2015 – Present

* Oversee a 12-person communications team tasked with executing marketinginitiatives across event coordination, branding, public relations, and business development**. Manage budgets ranging from $3M to $5M.**
* Charged with keeping remote team on-task through daily Slack check-ins and weekly one-on-one Zoom meetings.
* **Generated $3.5M ROI** by developing a long-distance event management program from the ground up.
* Represent the brand in all press interviews, industry panels, and corporate communications initiatives.

ENZYME LABS | Jersey City, NJ

**Marketing Communications Manager**  2012 – 2015

**Marketing Communications Associate**  2011 – 2012

* Spearheaded a new product launch that resulted in **$147M in revenue** (2012). Executed highly successful PR campaigns despite limited budget and resources.
* Established Enzyme's first global sales conference, hosting 300 sales reps from around the world for five days of comprehensive training and product awareness. Developed daily training sessions, secured sponsorships, and oversaw daily activities of top executives.
* Coordinated events and tradeshows with budgets of up to $200K
* Ensured all marketing materials adhered to corporate branding and industry guidelines.

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| **E D U C A T I O N** |

NEW YORK UNIVERSITY – STERN SCHOOL OF BUSINESS | New York, NY 2011

**Bachelor of Science, Business Marketing**

*Honors & Activities:* Dean’s List / Co-Founder, Women Entrepreneurs Association