

# JANE DOE

Marketing Manager | Brand Strategy, Campaign Development and Product Launches

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## ABOUT ME

Strategic marketing professional with eight 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 across all brand touch points. Experience mentoring and developing junior marketing staff.

## AREAS OF EXPERTISE

Project Management • ROI Forecasting • Branding / Rebranding • Event Management • A/B Testing Oversight • Search Engine Optimization (SEO) • Public & Investor Relations • Social Media Marketing • Adobe Creative Suite

## EXPERIENCE

ROWE BIOPHARMACEUTICALS | New York, NY

**Senior Marketing Communications Manager**

2015 – Present

Rebuilt a 12-person communications team to execute strategic marketing initiatives across event coordination, branding, public relations, and business development. Manages budgets ranging from \$3M to \$5M.

- Oversaw social media initiatives that elevated the division's profile as a stand-alone brand, increasing audience engagement and visibility across key platforms.
- Partners with internal teams to ensure marketing deliverables meet timeline and compliance requirements.
- Generated \$3.5M ROI by developing an event management program from the ground up.
- Represents 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

Hired as the third member of marketing team to support company's growth from a start-up organization to an industry leader. Coordinated events and trade shows with budgets of up to \$200K, and spearheaded communications for employees, customers, and investors. Rapidly promoted due to strong performance.

- 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.
- Ensured all marketing materials adhered to corporate branding and industry guidelines.

*Previous experience as a Marketing Communications Intern for PFIZER in Secaucus, NJ (2010).*

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

2011

**Bachelor of Science, Business Marketing**

*Achievements:* Dean's List / Co-Founder, Women Entrepreneurs Association