

PROFESSIONAL SUMMARY

High-performing, solutions oriented marketing executive with over 15 years experience in the pharmaceutical and healthcare industries. Savvy strategist who aligns branding, unifies messaging, and integrates a variety of cutting-edge and traditional marketing channels into marketing strategy. An expert at product commercialization and leveraging new technologies and market trends to drive innovative go-to-market strategies that deliver results. A superior leader with a track record of developing strong, self-sustaining teams by fostering accountability and shared success.

AREAS OF EXPERTISE

Corporate Marketing Management | Strategic Planning | Multichannel Marketing | Digital Marketing
Lead Generation | OTC & RX Product Commercialization | SEO/SEM/PPC | Social Media Management
Brand Development | Budget/P&L Management | Leadership & Development

PROFESSIONAL EXPERIENCE

SENIOR DIRECTOR OF MARKETING - Focus Laboratories | Portland, OR (remote) | 2016 - Present

Lead, develop, and execute all marketing, advertising, product commercialization, and branding initiatives for Focus Laboratories Pharmaceuticals and its parent company Paragon BioTeck.

- Headed the development of the marketing department and spearheaded the launch of the organization's commercialization of OTC products into the retail, and eCommerce space; establishing the direct-to-consumer segment as the company's most profitable division with consecutive YoY expansion.
- Conceptualize and develop dynamic go-to-market strategies for new OTC, Rx, and medical device products.
- Revamped the B2B marketing strategy by automating content-driven marketing operations, partnering with the VP of Sales on developing sales strategies that enhanced physician engagement and sales.
- Drive the creative direction and manage the production of all packaging, labeling, digital assets, social media, promotional, sales, and marketing material.
- Work in conjunctions with the Quality and Regulatory team to cultivate and approve all marketing verbiage, product claims, and press releases in accordance with FDA guidelines.
- Direct and oversee digital strategy, website development, SEO, PPC, blogs, and email programs.
- Conduct market research on the competitive landscape, anticipate market trends and identify threats and opportunities.
- Develop and present all annual marketing and corresponding budget, sales strategy plans, and new or rebranded product launch plans.
- Have full management of a seven-figure budget - reporting on P&L and ROI analysis.
- Conducted all product and sales training in conjunction with the VP of Sales.
- Direct sales forecasting activities and set performance goals accordingly.

DIRECTOR OF MARKETING - TNA Healthcare Staffing | North Little Rock, AR | 2010 – 2016

Forged and mobilized a thriving marketing department and program; transformed healthcare recruitment company from a small, recession-rattled travel nurse staffing firm to one of the country's largest health professional staffing firms.

- Initiated the development of the Marketing Department with complete oversight and execution of all facets of marketing, advertising, and public relations.
- Established creative vision for all strategic partnerships, advertising efforts, and events; launched

ANGELA MORGAN

2

marketing strategies that secured growth in the company's number of traveling nurses.

- Grew lead generation by +80% year-over-year, resulting in significant revenue growth by developing and implementing strategic marketing plans that increased brand awareness.
- Formalized national travel nurse networking/community event, in partnership with Monster.com, across six major US cities, increasing the number of new temporary healthcare workers on contract by 15%.
- Amplified brand awareness; designed dynamic digital marketing strategy, initiated national and local media buys, and introduced the country's largest travel nurse community forum.
- Directed complete budget and P&L management; defined approach to direct sales forecasting, established performance goals, and facilitated ROI and KPI reporting.

MARKETING BRAND MANAGER - Stone Ward/Allison Agency | Little Rock, AR | 2004 – 2010

Headed marketing and advertising initiatives for multiple national franchise brands (retail brands with 100 corporate locations and 250 franchise stores.). Devised, implemented, and analyzed marketing and sales strategies to promote brand products.

- Introduced dynamic marketing programs, advertising, and brand strategies for local/regional/national clients; captured transformational turnarounds and significant business expansion.
- Worked closely with customers to determine appropriate marketing offerings and strategies for business needs.
- Led the marketing planning process, integrating a wide range of tactics, including print, broadcast, online, media, collateral, point-of-sale, employee engagement, public communications, and social media into a cohesive message.
- Planned and executed consumer research — quantitative and qualitative, including focus group moderation.
- Analyzed brand, product, and service research reports while providing clients with guidance and recommendations both to leverage positive results and to turn around negative results.
- Ensured the execution of marketing and communication initiatives by managing day-to-day activities of account executives.

Education & Certification

Associates Degree in Marketing

Gulf Coast Community College

Completion - FDA's Nutraceuticals & Supplement Structure Function Claims Courses

GMP (Good Manufacturing Practice) Certified

Technical Proficiency

Microsoft Office Suite | Adobe Suites | Google Analytics | HubSpot Expert | Hootsuite | Shopify | WordPress
WooCommerce | BigCommerce | Sales Force