

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.