

Jessica L. Neese

811 Tanoma Rod
Home, PA 15747

phone: 724-422-1278
email: jessneese@gmail.com

Summary

Dynamic, high-energy marketing leader, with proven success across a broad array of business challenges and experiences. Take-charge, independent worker, capable of leading projects from start to finish with minimal management oversight. Gifted public speaker and presenter, equally comfortable in front of clients and executives, or as the voice behind a social media channel.

- **Skill Sets:** market planning, social media, web strategy, marketing campaign development, public relations
- **Functions:** sales, marketing, strategic planning, business development, general management
- **Industries:** sleep & respiratory care, outpatient rehab, orthotics & prosthetics, mobility, long-term care
- **Customers:** physicians, therapists, payors, managed care, nursing homes, laboratorians, hospital administrators, patients, consumers direct, medical equipment suppliers

Professional Experience

Global Market to Order Team – Philips Sleep and Respiratory Care, Pittsburgh Area March 2016 to Current
Channel owner and content and audience strategist for global social media activities in the Sleep and Respiratory Care business group within Philips. Responsibility includes all B2B and B2C social media communications for the portfolio across LinkedIn, Doximity, Twitter, Facebook and Instagram. Includes integration of content with cross functional teams at country levels and overall Philips brand channels.

Global Social Media Manager

Areas of focus include the following:

- Strategic planning
- Audience segmentation and targeting
- Branding/positioning
- Online visibility improvement
- Influencer relations

Professional Experience

Independent Marketing Consultant, Greater Pittsburgh Area May 2014 to March 2016
Various consulting projects. Clients include/have included the following: Carmen Commercial Real Estate, FOTO, Inc., AIT Laboratories, GRIP Solutions, and Laurel Medical Solutions.

Consultant

Areas of focus include the following:

- Strategic planning
- Sales integration
- Branding/positioning
- Online visibility improvement
- General marketing projects

Global Web Operations Management Team - Siemens Healthcare, Malvern, PA March 2011 to May 2014
Web Operations Management (WOM) drives ongoing customer-centric improvements to Siemens web-based presence and activities in order to maximize the ROI from all online touch points.

Web Consultant and CMS Administration Specialist

Responsible for overseeing and maintaining the Siemens Healthcare owned internet properties, assuring that corporate branding, style guidelines and navigational structure is maintained. Ensures a consistent, optimized user experience across all Healthcare web properties and ensures that the company websites are dynamic, fresh and continuously updated and improved. Responsible for providing consultative guidance to business/content owners as well as communications colleagues regarding optimized web content strategies. Responsible for supporting and overseeing usability testing, performing web analytics and consulting as well as executing onsite SEO factors.

- Coordination and implementation of migration to new Oracle based web platform for Siemens Healthcare Global and US web properties
- Daily management and execution of website content creation for Siemens Healthcare Global and US websites
- Liaised with marketing communications colleagues on the global and country levels to advise on best practices on web content creation and areas for improvement based on data from Omniture's SiteCatalyst (now Adobe Analytics) ClickMap plugin
- Project coordination with web development to incorporate email, print, SEO and SEM promotions

By Design Marketing LLC, Boston, MA

June 2009 to December 2010

Entrepreneurial start-up providing business consulting & marketing to small & mid-sized companies.

Managing Director

Responsible for the daily management and operation of this business consulting and marketing firm to serve a broad array of primarily healthcare and private professional practice clients. Oversee the operations and delivery of all work product, including strategic plans, marketing plans, communications, advertising, web/social media strategy design, development, & execution on the Hubspot platform. Additionally responsible for promoting the company within the Pittsburgh area.

- Pioneered integration of graphic design, copywriting, and business objectives into the marketing plan
- Created online content for internal website and client sites
- Trained and implemented online marketing strategies for clients

Physiotherapy Associates, Malvern, PA

March 2006 to June 2009

The second largest provider of outpatient physical therapy, operating 810 outpatient rehabilitation centers in 34 states, with annual sales of \$460M. Physiotherapy Associates is privately held.

Regional Marketing Manager

Responsible for marketing approximately 400 independent outpatient rehabilitation clinics throughout 16 states in the Northeast & Midwest regions, developing local marketing plans, then overseeing the execution of those plans. Responsible for developing market strategy, competitive analysis, demographic analysis, target list development, lead generation & follow-through, sales training, physician referral trend analysis, local promotions, local advertising development and ad placement. Provide direction and support to seven field sales representatives within the region.

- Led a team of five internal marketers providing: inside sales, market research, copywriting, & graphic design
- Achieved the only "same store" growth in company's 5-year history, a 12% increase over prior three years
- Created a commercial culture within local clinics, trained clinic leaders in lead management and sales
- Led commercial integration of acquired clinics/companies within the region

Segment Manager, Orthotics & Prosthetics

Responsible for creating, executing, and managing the company's sales and marketing plans for its \$40M O&P business segment. Lead all aspects of the O&P business plan. Interface directly with and present to members of the company's Executive Leadership Team, referring physicians, facility directors, clinical teams, and patients. Responsible for supervising and managing two internal marketing employees and one field sales representative.

- Grew O&P sales by 16% in one year, the highest growth rate of any business segment in the company
- Developed methodology for tracing procedural codes (DRG analysis) to identify trends and referral targets
- Developed custom analysis and market plan for each local clinic, became a benchmark throughout company, integrating research, operational capability, sales, and marketing
- Volunteered within the amputee community, working events like the Extremity Games, the Amputee Coalition of America, Amputee Lobby Day in Washington, DC, "Face of America" national biking event.

Education & Training

Degrees:

- MBA in Marketing, Indiana University of Pennsylvania, 2011
- BA, Journalism & Public Relations, Indiana University of Pennsylvania, 2004
 - Minor in Business Administration (coursework included: accounting, marketing, general management)
 - Wrote articles for *The Penn* (University newspaper)

Special Training:

- End to End Lean Management Basics – Philips led course - 2016
- Huthwaite SPIN® Selling Certification, 2013
- Siemens Internal training, Adobe SiteCatalyst, 2013
- Certified Inbound Marketing Expert, HubSpot Web Marketing, 2010 and 2015

- Hubspot Certified, 2015
- Lynda.com training of Fireworks, Dreamweaver, InDesign, CSS
- Expert Proficiency: Excel, PowerPoint, MapPoint, Word, & Publisher; Adobe InDesign, Photoshop
- Sales Skill Basics, Benchmark Medical, 2006

Awards, Groups and Recognitions

- Social Media Awards Finalist 2017-Facebook Social Good Campaign
- SocialMedia.org member since 2016
- Finalist - The Stevie Awards: The American Business Awards, May 2013
- First Place for Overall Web Design - Annual Creative Communication Awards: Diagnostics Marketing Association, April 2013