**Jane Doe**

Director of Marketing Communications

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**Professional Experience**

**ROWE BIOPHARMACEUTICALS, LLC.** | New York, NY

Senior Marketing Communications Manager (2015 – Present)

Rebuilt 12-person communications team to represent a range of marketing operations: event coordination, branding, public relations, and business development. Managed budgets ranging from $3 million to $5 million.

* Oversaw media initiatives that elevated the division’s profile as a stand-alone brand.
* **Generated a $3.5 million ROI by developing an event management program from the ground up.**
* Served as the company’s spokesperson, participating in industry panels, providing interviews, and executing events, sales, and communications initiatives.

**ENZYME LABS** | Jersey City, NJ 2011 – 2015

Marketing Communications Manager (2012 – 2015) Marketing Communications Associate (2011 – 2012)

Hired as third member of marketing team to support company’s growth from a start-up organization. Rapidly promoted due to strong performance. Coordinated events and tradeshows (seven events annually with budgets up to $200K), and **spearheaded branding for employees, customers, and investors.**

* + Led the launch of a product that achieved sales of $147M in 2012. Executed aggressive PR campaigns on a limited budget of 125K.
	+ **Established the first worldwide sales conference overseas**, 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.

**Education**

**Bachelor’s Degree, Business Marketing** |NYU STERN SCHOOL OF BUSINESS | New York, NY

Strategic marketing professional with seven years of experience in pharmaceutical
and healthcare communications. Combining deep industry knowledge with campaign development, product launch, and media expertise to elevate brand profiles.

**Skills & Expertise**

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