

## BELLUSCURA

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### SENIOR MANAGER OF MARKETING

August 29, 2018

Belluscura Recruiting;

As an accomplished marketing professional that has developed first of their kind digital marketing programs with global reach for companies like Boston Scientific, St. Jude Medical, and Covidien and one who is well versed in the management and organization of complex brand and marketing projects on a global scale for medical device companies of all sizes, I am both qualified and interested in your Senior Manager of Marketing position.

I have developed and led multi-faceted marketing programs that address diverse audience needs, brand management, lead generation, search marketing, and social media exposure for healthcare companies worldwide. By increasing the reach and speed of communication to their markets, the organizations I work with are better positioned to deliver timely, actionable, and branded information to patients and physicians across the globe. I have led distributed and local teams of professionals in the delivery of programs ranging from web design and content management to the rebranding and positioning of corporations. I have collaborated with cross-functional personnel, designers, PR firms, and executive management in the integration of these programs into successful marketing strategies. Additionally:

- I have led distributed teams of professionals (including agencies and divisional staff) in the delivery of projects and excel at developing high functioning teams.
- I have extensive experience both defining and executing (with full budget management) a wide range of digital marketing initiatives from websites, SEO, and analytics, to email marketing and social media and have strong, hands-on, experience with numerous applications and systems to support such efforts.
- I have developed and sold an SaaS product complete with training programs and customer support that generated participation from more than 5,000 medical professionals worldwide.

I have run my own consulting practice for the past 9 years and am now looking for a position that will allow me to focus deeply on the growth of a business through a leadership role. My background in medical device marketing, along with my passion for leading change makes me uniquely qualified for the Senior Manager position. I welcome the opportunity to discuss my qualifications and look forward to hearing from you.

For more please see my LinkedIn Profile at: <https://www.linkedin.com/in/elliemartinez/>

Best Regards,

*Ellie Martinez*

