



ELLIE MARTINEZ

GLOBAL MARKETING PROFESSIONAL

SUMMARY

Experienced business professional with expertise in building, aligning, and driving digital and global marketing programs to peak performance. Independent and self-directed leader with the ability to transform processes and the confidence and persistence to overcome challenges. Consistent success in improving both team and organization performance while delivering results.

SKILLS

- Demand Generation
- Global Content Management
- Full Service Digital Marketing
- Program Management
- Measurement and Analysis
- Social Media Marketing
- Community Development and Engagement
- Global Team Building and Management

EXPERIENCE

eM² Consulting Group, LLC **2009 - Present**

Strategic Digital Marketing

Principal Management Consultant

eM² Consulting group specializes in developing comprehensive digital strategies for market growth in the medical device field.

- Developed technical and content integration plans to globalize content through European and Asian markets by engaging stakeholders from diverse business units through: business case and requirements definition, research, content management, governance, design, strategy, branding, staffing/resourcing, and customer outreach.
- Defined and led the creation of branded websites and portals for patients and medical professionals, SEO/ SEM, email marketing, social media, detailed analytics, mobile and web apps, and private communities for numerous medical device companies.
- Assessed company's marketing efforts against best practices in digital marketing and defined action plans to address gaps and develop new channels for communication – including content marketing and outreach activities through industry associations and social media.
- Programs delivered increased operational efficiency by reducing redundant application spend, providing a compliant platform for content governance, and increased month over month traffic to web properties, including attracting thousands of patient followers and subscribers.

EDUCATION

MASTER OF BUSINESS COMMUNICATION:

UNIVERSITY OF ST. THOMAS
-ST. PAUL, MN

BACHELOR OF ARTS - POLITICAL SCIENCE AND RUSSIAN:

SAN DIEGO STATE UNIVERSITY
- SAN DIEGO, CA

OTHER EXPERIENCE

- Court Appointed Advocate for Children (CASA)
- Volunteered to develop extra-curricular and technology-based programs for K-12 schools.

Socius Medical

2012 - Present

Collaboration Solutions for the Healthcare Industry. Our communities engage over 5,000 physician and medical professionals worldwide.

Co-Founder

- Collaborated with software engineers to define the technical solution through functional and business requirements and led the design effort for front end display through wireframing and other design methodologies.
- Developed community on-boarding, engagement, and customer support activities to address the needs of members and industry.
- Led community definition process with clients to define community goals, member activities, training, and retention.

Boston Scientific Corporation

2002-2008

Dedicated to less-invasive medicine.

Director, Global eMarketing 2006 - 2008

- Directed all digital marketing resources, budgets, and strategies.
- Formulated and implemented an extensive research plan for the continuous improvement of BostonScientific.com which included focus groups, usability studies, heuristic evaluation, and third party independent research.
- Managed 8 direct professionals at 5 locations in 3 countries.

Senior Marketing Manager 2002 - 2006

TESTIMONIALS

*I rely on Ellie's global digital marketing expertise and advice to make the critical decisions needed. She is able to communicate ideas clearly and has worked successfully through strategy, process, and tactics with a multi-lingual, multi-cultural team. **Dan Dieter, Manager Corporate eMarketing MEDRAD***

*Ellie's ability to understand and comprehend complex marketing and communication opportunities combined with her passion for digital give her unique skill-sets to cross functions and lead world class marketing programs. **Matthew Cole, Senior Product Manager, Boston Scientific***

*Ellie is one of those rare teammates who can plan, direct, and execute the details. She has dedicated the past 10 years to understanding how physicians use the internet for their medical practice and her thought processes are both pragmatic and innovative. She asks great questions and delivers as promised. **Michelle Loher, Clinical Communications Consultant***