

Kristen Paulet

A Strategic Healthcare Technology Marketing Professional

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SUMMARY

- Inbound & outbound lead generation
- Top of funnel marketing strategy
- Public relations & social media
- Account based marketing
- Persona targeted campaigns
- Demand & market development

EXPERIENCE

Director of Marketing December 2014 – Present
Monarch Medical Technologies in Charlotte, NC

- Execute multi-channel lead generation and qualify opportunities before entering sales pipeline
- Achieved the marketing leads to sales pipeline goal at 136% to plan in 2016
- Lead generation resulting in an overall 19% increase of opportunities added to sales pipeline year over year
- New website and content distribution strategy resulting in an 171% increase in visitors over 8 months
- Increased leads obtained from the website by 80% year over year
- Mature sales pipeline with digital nurture and social selling strategies
- Promote customer success through webinars, published studies, blog posts, and events
- Host webinar campaigns with customer subject matter experts resulting in 38-48% attendance rates
- Implement a Net Promoter Score and customer retention campaign achieving an annual average score of 81
- Develop the Salesforce.com CRM and integrate Pardot marketing automation platform
- Obtain market intelligence through Medical Advisory Board, customer interviews, and customer events
- Develop joint marketing activities with key strategic partners for increased market awareness
- Provide product management with UI design, documentation, and new product introduction (NPI) plans
- Present monthly analysis of marketing activity performance to leadership team and board of executives
- Develop and execute annual marketing plan, budget, and marketing team employee development plan

Marketing Communications Manager January 2014 - November 2014
Capsule Tech, Inc. in Andover, MA

- Manage all marketing vendor relationships and the \$1million budget allocated to marketing department
- Coordinated 1 new product introduction plan and 2 product re-launch campaigns
- Increased website and telemarketing leads account to 20% of the sales pipeline
- Plan and execute event marketing strategy for more than 10 annual industry and user group events
- Manage all facets of the corporate marketing strategy and lead generation marketing activities
- Content management and distribution through industry media, website, blog, social media, and events
- Oversee customer portal documentation and manage product related content

Marketing Communications Specialist August 2012 - January.2014
Capsule Tech, Inc. in Andover, MA

- Develop and manage the launch and maintenance of the corporate blog
- Support public relations, trade shows, and corporate messaging
- Implement Hubspot marketing automation platform utilizing best practices

Marketing Manager
ENCO Industries, Inc; Plaistow, NH

June 2010 - August 2012

- Design multi-media marketing campaigns and branding for five business verticals
- Obtained one GSA contract and maintained three separate contracts
- Collaborated on the design and launch of an e-commerce platform

EDUCATION

Master of Business Administration in Healthcare Informatics, (GPA 4.0) June 2014
Southern New Hampshire University

Bachelor of Science in Business Marketing May 2010
Merrimack College

CERTIFICATIONS

Pragmatic Marketing: *Foundations; Market; Launch;*

Hubspot Inbound Marketing

VOLUNTEER

Belmont Community Association - *Communications Chair* December 2016 – present

American Diabetes Association Charlotte – *Local marketing strategy* December 2015 – present

New England HIMSS - *Student Liaison Committee Chair* May 2013 – November 2014

SKILLS

CRM Software: *Salesforce.com; Hubspot; Infusionsoft;*

Marketing Automation & Email Marketing: *Pardot; Hubspot; MailChimp; Constant Contact;*

Design and Development: *Adobe Creative & Web Suite; HTML & CSS; WordPress; Drupal;*

Business Operations: *Microsoft Office 365; Windows 10 and earlier; Mac OS;*

REFERENCES

Glenn Petracci,

Director of Marketing, Philips

Email: glenn.petracci@philips.com

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Karen Jimenez

Director of Corporate Marketing, Mobile Heartbeat

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CEO, Monarch Medical Technologies

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