

BREE RICHMOND

Tucson, AZ

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BRAND MARKETING & DESIGN PROFESSIONAL

Strategic and inventive marketing partner with 20+ years of repeated success driving global brand awareness, supporting product launches, improving market share, and generating revenue through award-winning campaigns. Focus on micro-targeted, global B2B campaigns within the healthcare advertising space for oncology, infectious diseases, and diagnostics in the Biotech/Bioscience, Life Sciences, and Pharmaceutical industries. Dedicated to client retention and growth, increasing ROI and informing key business decisions, and collaborating across organizations to solve business challenges. Experience working in a remote environment.

CORE PROFICIENCIES

Strategic Marketing Planning & Implementation | B2B & B2C Marketing | Closed Loop Marketing
Brand Strategy, Loyalty & Management | Client Relationship Management | Business Development
Omni-Channel Campaign Development & Execution | Website Planning & Design | Social Media Management
Email Marketing | SEO & Keyword Development | Metrics Reporting & Analytics | Content Creation

PROFESSIONAL EXPERIENCE

BRAND MARKETING & DESIGN PROFESSIONAL

2003 – Current

Principal owner of a marketing and design consulting service that provides brand management, integrated marketing campaigns, and creative design for a variety of local, national, and global clients. Focus on micro-targeted, global B2B campaigns within the healthcare advertising space for oncology, infectious diseases, and diagnostics in the Biotech/Bioscience, Life Sciences, and Pharmaceutical industries.

- Consult with global organizations on marketing strategies, product launches, and communications campaigns, increasing market share, enhancing engagement, and supporting business development efforts.
- Manage major client relationships, analyzing, solving, and presenting viable integrated solutions to their problems, and identifying and inspiring new workstreams that lead to client growth.
- Execute high-impact, closed-loop digital campaigns targeting niche audiences in ex-US countries to optimize brand reach and fulfill marketing goals.
- Create comprehensive metric reports and work with marketing and sales teams to use the insights provided to positively impact both online and offline strategies.
- Plan and develop responsive websites, microsites, and landing pages to increase organic search rankings and improve digital campaign ROI, including building site architecture, developing content and creative look and feel, SEO research and implementation, and optimization.
- Construct impactful business development presentations and pitches for highly technical industries that motivate potential clients and gain new business.
- Perform brand marketing audits that include in-depth insights into competitive strategies and tactics, performance of websites and paid and organic digital channels, and recommendations for improvements to improve marketing efforts.
- Leverage excellent interpersonal and consensus-building skills working closely with marketing department teams and external agencies and vendors.

CALIBER GROUP

2017 – 2021

Account Director

Acted as key, day-to-day agency representative and brand steward to clients in various industries including biotech, pharma, real estate, healthcare, education, non-profit, and start-ups. Maintained client satisfaction, retention, and growth while managing a book of business. Grew book of business by 30% year-over-year and was responsible for attaining a global client worth over \$56B. Worked proactively to understand client's brands and identified B2B and B2C marketing strategies to help them attain their business objectives. Continually solved problems, managed budgets, managed internal and external resources, and drove projects to completion.

Devised comprehensive marketing plans that encompassed multi-channel tactics and then executed those plans while maintaining tight timelines and budgets. Ran paid and organic digital campaigns including Google Search & Display ads, programmatic ads, Facebook, Instagram, Twitter, and LinkedIn ads, and direct site buys. Provided creative direction for content creation, design, and social media management and helped craft content strategies to ensure brand voice was accurately represented.

Presented metrics and results to clients and identified recommendations and new opportunities to meet their goals. Bore final responsibility for the account's growth and profitability and ensured that overall account revenues met agency targets.

Participated in business development and crafted proposals and pitches to generate new opportunities. Provided creative design, copywriting, public relations, media buying, and social media support as needed. Managed direct reports, supervised all interns, and assisted with enriching employee satisfaction through coordinating team building events.

ROCHE**2011 – 2017****Creative Services Specialist**

2015 - 2017

Built market share and elevated company brand. Provided brand management, marketing, and art direction. Developed and launched international promotional collateral and campaigns that drove business objectives. Connected company value proposition with customers worldwide.

- Facilitated creation of strategic communication guidelines, including voice and visual elements, for newly formed Business Area, synthesizing existing components of each separate business unit into a more powerful story.
- Improved brand recognition and strengthened company's voice by working directly with executive leadership, telling the company story, both to internal and external audiences, through engaging high-level presentations.
- Unified previously disparate cultural identities across business organizations and simplified complex concepts into visually compelling formats, directing use and implementation of creative elements for multiple sites across the globe.
- Communicated relevant key messaging to affiliates and marketing managers by creating and managing organization's primary international sales and marketing e-publication.
- Increased efficiency and collaboration via optimized workflow model for marketing and communications teams, tracking projects, budgets, and production schedules.
- Provided creative solutions that effectively maximized strategic goals and met timelines, budget, and regulatory / legal guidelines while collaborating with stakeholders across product teams and functional areas.
- Worked cross-functionally with two largest revenue-driving product lines within the Business Area and with multiple other Business Units within larger organization.
- Managed website migration, which integrated over 7K pages and 600 intranet sites into a fresh, clean and highly functional platform with clearly delineated information architecture, allowing global users to experience seamless design.

Marketing / Design Consultant

2011 – 2015

Provided brand management, creative design, media relations and marketing strategy for multiple product lines and functional areas, including Marketing Communications, Corporate Communications and Human Resources.

EDUCATION

Bachelor of Fine Arts (BFA), Visual Communications Design, University of Arizona, Tucson, AZ, *summa cum laude*; Participated in study abroad program in Italy.

TECHNICAL SKILLS

Proficient	Entire Microsoft Suite including Excel; project management software such as Asana and Trello; entire Adobe Suite including InDesign; both PC and Mac operating systems; online collaboration tools such as Slack, Skype, Google Hangouts, Zoom, GoTo Meetings, WebEx, Google Docs, Dropbox, etc.
Well-versed	CRM systems including Salesforce, HubSpot, Pardot, and Eloqua; content management systems including Veeva Vault and Showpad; website platforms including WordPress, Adobe Experience Manager, and SharePoint; social media tools including Hootsuite, Buffer, and Sprout Social; digital marketing platforms including Facebook/Instagram ads, LinkedIn ads, and Google Ads; metrics reporting software including Google Analytics, Deftly, and SEM Rush; financial software including Quicken and Quickbooks
Adept	HTML and CSS programming languages; Adobe After Effects