

CHRISTINA WARNER

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MARKETING MANAGER leveraging technical sales industry experience to deliver recommendations that drive organization development, design and implement cost-effective programs, and introduce comprehensive consumer outreach tactics that boost yearly revenue. Detail-oriented professional adept at identifying and eliminating underperforming areas of operations to enhance customer marketing pilot program launches.

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Area 1 Security – Chicago, IL

2021 – Present

Management Associate

- Constructed, implemented, and enhanced national marketing initiatives to maximize outreach and sales for SAAS cloud-native products, increasing overall brand awareness and lead generation.
- Developed creative sales tools, including presentations, trend reports, kitted assets, product data sheets, while directing successful SEO and link-building campaigns to increase the website credibility and traffic.
- Developed trailblazing Partner and Customer strategy initiatives, developing various programs for technical consultations, peer connection, and review campaigns to increase customer engagement and drive firm profits.
- Played a key role in the expansion of channel partnerships, directing marketing campaign strategies such as email drip campaigns, SEO display ads, webinar, and events.

Independent Consulting – Various Locations

2017 – Present

Sales & Marketing Consultant

- Provided critical support and recommendations to various tech startups and organizations, leveraging industry expertise to design and implement effective product marketing strategies that increased sales and revenue.
- Developed and introduced new digital brand initiatives for Northwestern Hospital, coordinating across various institution departments to identify potential collaborators and drive overall participant enrollment.
- Co-led the market product strategy team for Tiger Style Coffee and Dr. Nazan Artum, spearheading the industry expert outreach process to aid in the development of company's brand awareness, PR, and influencer marketing.
- Conducted comprehensive market research for Veniti, proficiently reviewing scientific literature and formal clinical trial data to complete necessary FDA submission, leading to the eventual organizational approval.

Walgreens Boots Alliance – Deerfield, IL

2018 – 2021

Associate Marketing Manager

- Led a team of two to deploy COVID-19 test and treatment options, coordinating with executives to develop a partnership with LabCorp; resulting in testing facilities across 49 states and over 200K tests per month.
- Drove multi-channel campaign for a highly visible Pennsylvania region, collaborating with numerous stakeholders; generated 13% open rate on email, and incrementally lifting revenue by 11% and scripts by 8%.
- Support the Sales Director in leading workshops for 10 sales representatives, demonstrating innovative marketing materials and sales methodologies to ensure the delivery of effective sales strategies.
- Implemented 30 pull-through and sell-through healthcare marketing initiatives for major F500 clients, determining customer-focused messaging, sales enablement tools and value proposition, driving increase up to 26% revenue and 30% script YOY.

Ergoing Commercial Products Corporation – Taipei, Taiwan

2013 – 2016

Management Associate

- Directed a schedule and budget for more than 20 production projects, contributing over \$20M in revenue while participating in a client facing role when facilitating manufacturer visitations.
- Navigated multicultural communications, developing a dictionary that translated industry-specific key words between Chinese and English; index is still used today by 30 employees to strengthen intercultural relations.

Previous Experience: **Northwestern Feinberg School of Medicine – Research Coordinator (2012 – 2013)**

EDUCATION

Master of Business Administration (MBA), Health Sector Management: Duke University

Bachelor of Arts (BA), Psychology & Business and Management: Knox College

MEDIA

Author of award-winning Amazon best-seller **The Art of Healthcare Innovation**

Columnist for **Ariana Huffington's Thrive Global**

Featured in **Apple News, Forbes, Fast Company, and Business Insider**