

Andy Rosen

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MARKETING DIRECTOR | DIGITAL BRAND & CONTENT MARKETING EXECUTIVE | HEALTHCARE, TECHNOLOGY & RETAIL

Data-driven full-funnel marketing leader and transformation-driven brand strategist, possessing 15+ years of digital, content, creative, product marketing, and user-experience design (UXD) experience garnered at industry-leading enterprises across the healthcare, technology, and retail sectors. Serve as an adaptive player-coach, assembling and leading national marketing teams and a trusted go-to partner for CMO, CIO, and COO to drive strategy and execution of effective marketing content, campaigns, and web design. Seeking full-time Marketing leader role to leverage extensive digital marketing, creative, and content strategy leadership expertise in SEO, SEM, and marketing automation that, when coupled with UXD and brand strategy activate and accelerate business growth.

SELECT CAREER HIGHLIGHTS

- **MultiCare Healthcare System (2019-2021)**: Spearheaded digital experience and brand strategy for a \$ 3BN healthcare system. [Short Case Study Video](#)
- **IPS SaaS Healthcare Products, ChiroTouch, RevolutionEHR, and ClinicSource**: Led performance marketing and branded content development simultaneously for three healthcare SaaS technology brands; (acquired by PracticeTek)
- **Fleetmatics | Verizon (2013-2017)**: Led global digital marketing, product marketing, and brand for Deloitte Fast 500 SaaS Software Company managing an \$11MM digital marketing and creative spend (acquired by Verizon for \$2.4B in 2016).
- **Stanford Research Institute**: Consulted on the development of Siri, the first modern AI digital assistant (pre-Apple).

PROFESSIONAL EXPERIENCE

AER Digital & Marketing Consultancy | San Diego, CA

5/2022 - Present

Strategic marketing consulting, content strategy development, and content creation for brands in healthcare, retail, telecom, software, insurance, and entertainment. Clients include Northwestern Medicine, Sentry Insurance, Meijer, Lenovo, Motorola, Stanford Research Institute, Siri (pre-Apple)

Head of Brand, Digital & Content Strategy

Role Scope: Working directly with CEOs, CMOs, and directors, developing overarching marketing strategy plans for inbound marketing, and paid media campaigns and creating content.

Select Client Highlights

Client: Meijer (Fortune 500 retailer)

- Social media growth results (7-fold in one year) to reach and engage one million followers.
- Reinvigorated online content offerings for a 45% uptick in engagement.
- Partnered with the customer data team to quantify the actual revenue value of active social media followers.

Client: Stanford Research Institute (University Scientific Research Institution)

- Consulted on user experience and marketing strategies for the application that became Siri, the first modern AI digital assistant (pre-Apple).
- Collaborated directly with the CEO/founder on presentations for the US Defense Department (DARPA).

PracticeTek (Formerly IPS) | San Diego, CA

7/2022 – 11/2023

A collection of best-in-class SaaS software solutions that serve the retail healthcare market, including dental, orthodontic, psychology, chiropractic, optometry, and dermatology practices.

Marketing Director, Digital & Content

Role Scope: Leading performance marketing (SEM, SEO, display, and online marketplaces) and branded content strategy and development for three healthcare SaaS technology brands: ChiroTouch, RevolutionEHR, and ClinicSource. Well over 100,000 subscribers. Reduction in force due to private equity acquisition.

- Performance marketing drove 62%+ of subscriber growth, generating overall company revenue expansion in FY2023 to \$112M (9.8% YOY growth)
- Optimized online paid search user experience through A/B testing creating a 58.6% increase in conversion rate.
- Online marketplace user experience (UX) design optimizations took conversion from 1.17% to 3.48% (July 2023).
- SEO work facilitated an organic traffic lift of 87.1% in total users from January to November 2023 for ChiroTouch.

(Experience Continued)

Stericycle Communications Solutions | Remote

8/2021 – 6/2022

A healthcare compliance company that specializes in collecting and disposing of regulated medical waste that also provided training services and patient communication services.

Senior Director, Marketing

Role Scope: Led digital demand generation strategy and execution for Healthcare SaaS patient communication brand. Search SEM/SEO, Marketing Automation, ABM, Product Marketing, Inbound, and content development. Managed five direct reports

- Oversaw demand generation and brand marketing.
- Developed and drove content strategy, constant performance improvement, and creative execution.
- Spearheaded digital marketing and search engine performance improvements in organic and paid (SEO & SEM)
- Refined funnel strategy for content and messaging
- Improved SEO for a 28% organic traffic increase
- Optimized paid media conversion achieving a 34% lift.

MultiCare Health System | Tacoma, WA

1/2019 – 8/2021

\$3 billion Pacific Northwest healthcare system consisting of 12 hospitals and 300 primary, urgent, pediatric, and specialty care locations across Washington, Idaho, and Oregon

Director Marketing, Digital & Brand

Role Scope: Reporting to the CMO, spearheaded consumer-facing digital, demand generation, and brand marketing, creative, and content strategy, and managed a team of six-plus contractors and agencies (resignation due to relocation).

- Developed an effective and award-winning brand preference campaign.
 - Exceeded target lift in “Most Preferred with Commercially Insured” based on NRC data.
 - Excellent 46% recall rate resulting from creative and messaging strategies.
 - The campaign won Gold and Silver at the HDM Awards (out of 300 entries).
- Deployed and staffed the first marketing automation program and strategies.
 - Introduced content strategies for marketing automation.
 - Developed campaign optimizations generating as much as a 302% increase in leads.
- Introduced funnel-centric content strategy and emphasis on healthcare product marketing
- Re-architected the digital footprint including 9 websites. [Short Case Study Video](#)

Fleetmatics/ Verizon | Chicago, IL

9/2013 – 3/2017

Acquired by Verizon in 2016, Fleetmatics was a fleet management SaaS startup that offered both web-based and mobile application services providing fleet operators with information on vehicle location, speed, mileage, and fuel usage.

Director of Global Digital Marketing & Brand

Role Scope: Led digital B2B marketing, digital demand generation, product marketing, brand, and creative for a Fast 500 publicly traded SaaS software company. ABM campaigns, Search SEM/SEO, marketing automation, Product Marketing, Inbound, and content development. Using performance marketing platforms like Sitecore, Eloqua, and Salesforce. Managed a team of 6 reports.

- Generated \$66 Million in new name leads and conversions over three years, contributing to a doubling of company revenue and tripling of EBITDA and a 3-Year CAGR of 30%
- Established and supervised in-house creative and web development teams, resulting in a significant reduction in project delivery times and agency fee cost savings of \$1.3M+aving \$1.3M in agency fees.
- Identified and implemented the sophisticated Sitecore customer experience and content management platform to enable faster and more efficient globalization of digital presence and lead generation efforts.
- Utilized continuous multivariate testing and landing page optimization resulting in 20% increase in organic lead conversion.
- Created multiple sales enablement tools, including a personalized video email marketing campaign which increased the conversion rate of large business prospects by over three times, from 9% to 32%.
- Creative development for company and product value propositions, product naming, and country-specific (non-English) content.
- Supervised team of eight. Accountable for \$13.5 Million annual spend.
- Key technology tools utilized include Sitecore, Adobe Creative Cloud, Unbounce, Crazy Egg, MOZSEO, Brightcove, Google Search Suite, and Salesforce.

Meijer | Grand Rapids, MI

9/2011 – 9/2012

Fortune 500 retail chain credited with pioneering the modern supercenter concept

Head of Digital Strategy & Brand (One Year Consulting Contract)

Led digital engagement strategy development for retail brand and individual business units including social media, CRM, marketing automation, DRM, content development, Product Marketing, Demand Generation, SEM/SEO, mobile, inbound, and advertising.

- Social media growth results (7-fold in one year) to one million followers
- Reinvigorated online content offerings for a 45% uptick in engagement.

Sears Holdings | Hoffman Estates, IL

2/2010 – 1/2011

An American holding company headquartered in Hoffman Estates, Illinois was the parent company of Kmart and Sears

Director, Digital Content

Role Scope: Developed digital content strategy and branded content for retail and eCommerce, social media, search engine, Demand Generation, and CRM.

- Revamped engagement strategy for national retail business
- Created and launched the first branded online content (webisodes) for Sears garnering over 1M views on social media all-time company high.
- Demonstrated alternative TV production methodology that reduced cost by 38% in the pilot (\$600k savings).

SKILLS

Global Marketing, Integrated Marketing, Graphic Design, Message Tailoring & Development, Innovation, Brand equity, Strategic Thinking, Product Launch, Digital/Social Media, Customer Experience, CPG, Brand Management, Excellent Interpersonal Skills, Revenue Growth Strategies, Oncology, Cross-Functional Leadership, Stakeholder Engagement, Change Management, Thought Leadership, Customer Retention, Analytics + Reporting, Corporate Communications, Team Development, Collaboration, Compliance, Communications, Multimedia, Video Production/Editing, Light Coding, Creativity, Mentorship/Mentoring, Negotiate, Collaborative, Marketing Budget Management, Public Relations, SMS, Annual Budget Development And Market Insights, Billing, MS Office Suite Including, Word, PowerPoint, and Excel

EDUCATION

University of Wisconsin-Madison | BA Communications | Madison, WI