

- ✓ Completed
- Ongoing
- ⊘ Not started

Business Development

- ✓ Developing a business development strategy focused on scalability in the corporate sector
- ✓ *Business development, strategy creation, and cultivation in both private and public sectors.*
 - *Set up meetings for key principals with potential clients (No closing required)*
 - *Conduct research and analysis on marketing opportunities and support decision making.*
- ✓ Exploring new business opportunities and support company's business growth
- ✓ *Relationship building*
 - *From first contact, build relationships with key decision makers and clients for initial and follow-up engagements (our repeat business runs >80%) to ensure a thorough understanding of their needs (and vision).*
 - *Networking with decision makers and groups.*
- ✓ Responsible for preparing and executing the overall strategic plan for business development and account management
- ✓ Maintains local memberships in industry-specific organizations as applicable
- ✓ Supports operations in selling efforts by providing needed internal support, including but not limited to documentation, communication and, setting customer expectations
- Arranging business development meetings and sign agreements with prospective clinic partners
- Prospects and sets up appointments
- Utilizes and manages CRM tool to keep all client information up-to-date and all activities current
- Identify & research growth opportunities, develop a plan and execute
- Maintains and executes reporting needs
- ⊘ Keep track of revenue and analyze forecast and growth
- ⊘ Develop sales and distribution goals by distribution based on market indicators

Marketing

- ✓ Develop and execute brand standards for community marketing plans, budgets, deliverables/tactics, and vendor relations
 - Create and oversee marketing and branding activities including collateral and materials, print, advertising, signage, web/video/photo content, digital, electronic and social media, direct mail, and more
- ✓ Perform market and brand research and analysis
- ✓ Handles the set up and attends industry-specific tradeshows, presentations, and meetings
- ✓ *Follow up with and reach out to conferences*
- ✓ *Submit speakers to conferences*
- *Post on social media once a week*
- *Redesign master slide deck for pitches → create enough options so it can easily be "customized" for the client*
- *Create client visuals*
 - *Create and design first draft of client pitch deck → edit with team*
- Create and implement a robust marketing strategy from scratch for a growing company
- Create new and improve existing marketing funnels, emails, text messaging, and automation

- Develop and maintain Facebook, Twitter, Instagram, YouTube, and various other pages/channels for a select group. This includes developing a marketing and social media strategy for brand which include but are not limited to writing, filming, editing, and producing content.
- Lead planning and designing any company events and meetings → **CES**
- Work to ensure that all sales tools needed are in place **prior** to opening and that brand elements meets our standards
- Enforce strict adherence to brand standards and guidelines across all internal and external partners
- Manage, coach, and develop marketing professionals to support the local team marketing model
- Analyze marketing metrics and report on the impact on the business (LocaliQ)
- Create editorial calendars and syndication schedules
- Work to measure sales and traffic; evaluate sources/drivers of same; and adjust campaigns accordingly to maximize visitors to community sales centers
- Build analytics dashboards and pull ad hoc reports
- Manage, execute, and optimize paid media campaigns across search, social, display and other digital media (LocaliQ)
- Responsible for paid social campaigns including ad copy, creative, A/B variations, optimization and performance analysis (with LocaliQ)
- ⊘ Monitor external and internal factors for development of new product and market segments. Ensure onsite and online sales teams understand our segmentation, strategy, unique selling proposition and competitive advantages/disadvantages
- ⊘ Monitor the online sentiment and engagement and create monthly reports
- ⊘ Generate, edit, publish and share daily content (original text, images, video, or HTML) that builds meaningful connections and encourages community members to take action
- ⊘ Create and monitor social media ads (google and Facebook ads)
- ⊘ Keep on top of the latest social marketing trends and implement best practices
- ⊘ Responsible for paid search keyword research, keyword selection, ad copy creation, campaign execution, bid management, campaign strategy, and optimization
- ⊘ Analyze market opportunity and recommend budget allocation
- ⊘ Stay ahead of creative trends, best practices, and benchmarks in design and content strategy