

Executive Summary

- **12+ years progressive experience and accountability leading integrated brand-building marketing campaigns across paid, earned, shared, and owned media in support of both B2B and B2C objectives.**
- Team builder, coach, and counselor — consistently championing and empowering others to do their best work.
- Passionate advocate for community-driven solutions to improve the health & well-being of future generations.

Areas of Expertise

- Brand strategy and market positioning
- Sponsorship and campaign activation
- Public relations and earned media
- Organizational strategic planning
- Community relations and social responsibility
- Team leadership and project management
- Measurement and performance analysis
- Budget and resource planning

Professional Experience

Wellmark Blue Cross and Blue Shield | Des Moines, IA

2005 – present

Wellmark is a leading health insurance brand (est. 1939), collectively covering 1/3 of Americans as part of the national Blue Cross and Blue Shield Association with regional operations serving 2M+ members and employing 2,000.

Senior Brand Marketing Manager

2017 – present

- Serve as Wellmark's principal brand strategist and steward in creating and maintaining a center of excellence for the brand to preserve and enhance Wellmark's reputation as a community-minded health insurer.
- Collaborate with organizational leadership to define brand positioning, calibrate marketing objectives and business priorities, and translate strategies into tangible experiences for various audiences.
- Lead large cross-functional internal and external teams and manage agency relationships to execute integrated activations of brand marketing campaigns across the organization.

Key Projects:

- **Leading strategic refresh of 80-year brand to competitively reposition Wellmark in an evolving market and build on company's proud history as the preferred health insurer of Iowans and South Dakotans.**
- Developing signature brand champion initiative to engage Wellmark staff, rally support for brand refresh, and create line of sight from policy to person — increasing appreciation for importance of individual contributions.

Sponsorship Manager

2014 – 2017

- Sourced and implemented major experiential marketing programs to promote products to customers in diverse segments and geographies through various channels.
- Managed comprehensive development of sponsorship marketing portfolio and negotiated strategic corporate alliances to advance company goals and initiatives.
- Guided development of PR and social media strategies to support sponsorship executions and regularly represented organization as community spokesman.

Key Accomplishments:

- **Developed collegiate sports marketing platform (Wellmark's 3-Point Play) to grow brand affinity that has accumulated 100M+ impressions, created 200K+ branded event experiences, and contributed \$635K+ to previously unfunded or underfunded community health projects across Iowa and South Dakota to date.**
- Concepted and initiated array of sponsorship marketing programs that increased Wellmark brand perception and consumer preference by an average of 65%, year-over-year.

Senior Corporate Communications Consultant

2011 – 2014

- Worked interdepartmentally with Marketing, Sales, and Insights & Analytics teams to deepen data-driven experiential strategy and inform new investments.
- Executed company's first generation direct-to-consumer retail sales experience in key markets across two states and delivered project ahead of schedule and under budget.

Key Accomplishments:

- **Managed event-based B2C product launch in conjunction with 80-35 Festival that achieved a brand record opt-in rate for lead generation and increased enterprise social media reach 26%.**
- Created multi-faceted engagement campaign featuring *The Biggest Loser* celebrity endorsement that attracted 10K+ followers, increased digital audience 331%, and earned widespread media coverage.

Corporate Communications Consultant

2008 – 2011

- Authored long-range strategic marketing plan and led significant resource reallocation effort to finance strategy and launch fleet of flagship sponsorship programs.
- Facilitated integration of corporate marketing and advertising inventory to create cost efficiencies and single voice for spectrum of external promotions and communications.

Key Accomplishment:

- **Concepted and directed annual Grand Blue Mile in partnership with the Drake Relays that has achieved USA Track & Field Championship designation, received acclaim from national media, attracted 30K+ participants from 26 states and 6 countries, and generated \$60K+ to support youth fitness initiatives.**

Community Relations Coordinator

2005 – 2008

- Diversified charitable contributions portfolio to expand geographic footprint of community brand presence and support sales growth in three emerging markets.
- Orchestrated key product marketing initiatives, including developing branded event experiences, leading tactical activation teams, and producing range of collateral materials.

Key Accomplishment:

- **Worked closely with Wellmark's CEO and senior leadership team to redefine employee philanthropy space with best-in-class program (BluesCare Giving) that continues to generate approximately \$2M+ in community contributions and 40,000 volunteer hours annually.**

Civic Leadership

President, Board of Directors – Iowa Sports Foundation (Iowa Games/Live Healthy Iowa/Adaptive Sports)

National Advisory Council – Drake University, School of Journalism & Mass Communication

Board of Directors Advisor – Public Relations Society of America, Central Iowa Chapter

Sponsorship & Event Marketing Committee – Association of National Advertisers

Continuous Improvement Taskforce – Drake Relays (Drake University)

Education

M.C.L., Master of Communication Leadership

Drake University | Des Moines, IA

B.A.J.M.C., Public Relations

Drake University | Des Moines, IA