

# Joe Jobscan

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## Professional Experience

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### **Surgical Supplies Inc.** • Chicago, IL

*Market Development Manager – Digital Programs*

01/2018 - 07/2019

Excelled at promoting products and services, and spearheading marketing strategies at local, regional, and national trade shows. Assisted the sales specialists in prospecting and driving customer engagement by implementing practice-partnership marketing plan to meet long and short-term company sales goals. Provided surgical case support in operating room and clinic healthcare environment. Educated and trained physicians who were first-time users and recent adopters of Vivaer nasal airway remodeling.

#### **Key Accomplishment:**

- Garnered a 371% increase in product usage by implementing stronger digital marketing programs.

### **USA Medical Supplies** • Indianapolis, IN

*Associate Product Manager – ENT Division*

07/2013 - 01/2018

Effectively launched Direct-to-Consumer patient education campaigns for the ENT Division. Developed conditions to inspire the sales force and harmonize their daily duties with the organization's overall goals, values, and mission. Assisted Territory Managers in the field by providing product/technique training and case support to current and prospective physician customers. Call points included clinic, hospital/operating room, and ambulatory surgery center. Traveled internationally to train independent sales distributors and health care professionals on Smith & Nephew's technology and product lines.

#### **Key Accomplishments:**

- Created first ENT Direct-to-Consumer marketing campaign; generated over 21k site visits per month and linked consumers to over 2k ENT specialty surgeons.
- Successfully engaged the sales force while managing product portfolio, promotions, and collateral development, resulting in 147% YoY growth.
- Saved \$11M by enabling and finishing product-line extensions as the Marketing Lead.
- Won Best Booth at ENT's largest trade show.

### **USA Healthcare** • Chicago, IL

*Marketing Coordinator – ENT Division*

08/2011 - 07/2013

Completely supported the marketing and sales teams, empowering them to reach their personal and professional best. Supplied technical expertise to enable increased productivity and improved problem solving. Utilized SAP to ensure payment to over 500 vendors and physicians. Oversaw the execution of physician consulting contracts by managing communication between the physician, compliance department, and legal department.

#### **Key Accomplishment:**

- Reduced print production costs 16% by conducting thorough analysis of order history and usage, engaging in price negotiations, and completely revamping the print ordering system.

**Walgreens • Deerfield, IL**

*Marketing Program Coordinator*

08/2009 - 08/2011

Liaised with internal and external teams to productively manage customer orders and maintain customer satisfaction. Consulted with clients during product choice, advertisement design, and distribution profile. Educated and coached team members on how to optimize their day-to-day productivity. Promoted to Team Lead and Subject Matter Expert due to continuously demonstrated excellence.

**Key Accomplishment:**

- Developed work methods that were adopted by the company as “best practices.”

**Skills**

Medical/Healthcare: Well-versed in the highly competitive medical device industry; Experienced with navigating medical facilities, hospitals, & surgery centers; Knowledgeable of health care industry laws & policies; Device in-service training presentation to facility staff; Customer Education; Hospital operating room practices/protocols; Medical terminology; Regulatory requirements; FDA rules & regulations; Compliance; Vendor credentialing; MedApproved; Value analysis; Educating customers.

Computer/Software: Highly proficient in Microsoft Office, Google Analytics, and Google AdWords with functional knowledge in Adobe Photoshop, Adobe InDesign, SAP, Agile, Call Rail, and Zoho.

**Education**

Butler University, Indianapolis, IN

08/2004 - 06/2008

Bachelor of Business Administration in Marketing