

# JENNIFER VANANTWERP

Chandler, Arizona

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## Proven Marketing Leader, Communicator, Relationship-builder

With 19+ years of experience in marketing and leadership roles in tech, healthcare, and automotive industries, I offer a strong balance between business acumen and creative capabilities. Leveraging excellent communication and interpersonal skills, I am able to cultivate strong customer, partner, media and public relations. In my previous positions I have managed all aspects of the creative and production process to design and develop integrated marketing communications and ad campaigns. I have been honored to build and lead top-performing teams, providing the strategic guidance, training and support needed to meet and exceed business objectives. Core competencies and transferable skills include:

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Strategic Planning • Direct & Online Marketing • Integrated Marketing Communications • Creative Direction  
Advertising • Media Buying • ROI Analysis • Budgeting • Project Management • Process Improvement  
Communication & Interpersonal Skills • Relationship Building • Leadership • Interdepartmental Collaboration

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## PROFESSIONAL EXPERIENCE



**JVAN CONSULTING, Chandler, AZ • Mar 2017 - Present**

*B2B Marketing services for cybersecurity, health, and healthtech organizations*

### Independent Marketing Consultant

Strategic consultant for organizations looking to develop or improve their marketing strategies. Clients include:

**SynSaber, Chandler, AZ** – *Industrial cybersecurity startup developing the industry's first palm-sized threat sensor*

- Refined company messaging, visuals, and website in collaboration with branding agency
- Hands-on management of social media accounts, including messaging and visuals
- Established relationship with PR agency for media pitches, press release creation, and content distribution
- Worked with founders to promote SynSaber at industry events through sponsorships & speaking engagements

**Solv Health, San Francisco, CA** - *SaaS startup offering online booking and reputation management*

- Strategized and developed B2B demand generation plan in collaboration with sales and executive team
- Demoad product at industry event & generated interest through targeted follow-up emails via MailChimp
- Spearheaded direct mail initiative, including recommendations for target audience & tracking / success metrics

**Action Urgent Care, San Jose, CA** - *Urgent care group with 20+ retail-based clinic locations*

- Worked with executive team to develop and refine community outreach plan and direct mail program
- Provided insights and sample scripting for the organization's first field sales employee
- Offered strategic direction for events, target audiences, messaging, and marketing materials



**GRAVWELL, Coeur d'Alene, ID • Sep 2020 – Jun 2021**

*Data fusion platform for cybersecurity, threat hunting, and data analytics*

**Vice President of Marketing** (*Began as part-time consultant Jul '20; Hired full-time Sep '20*)

As hire number 11 and the first in-house marketing employee for an early-stage data analytics startup, I manage all aspects of marketing, communications, and branding. I have driven content creation for enterprise sales and investor pitch decks and created the organization's first annual budget and tracking process for marketing activities.

### Financial / Operational Highlights:

- Increased new web visits 12.5% via content creation, website optimization, digital campaign management, and by maintaining a regular cadence with marketing communications
- Implemented social media content strategy, increasing followers 22% and driving 66% increase in socially-sourced web sessions
- Launched quarterly newsletter, developing content, template, and visuals
- Initiated first content syndication and public relation programs, with hands-on execution of marketing operations
- Optimized site (Hubspot CMS) for lead generation, increasing session-to-contact rate & growing leads 137%
- Managed large-scale projects for full website redesign and brand refresh / relaunch



**URGENT CARE ASSOCIATION, Warrenville, IL • Oct 2017 - Sep 2020**  
*Association for urgent care professionals*

**Director of Marketing & Communications** (*Began as consultant Oct '17; Hired full-time Apr '18*)

Oversaw all aspects of marketing and managed a remote team, collaborating with department heads to promote products, services, and events. Ran digital marketing campaigns across email and social platforms. Provided B2B marketing for all entities (UCA, College of UC Medicine and Urgent Care Foundation), balancing requirements from several boards and working closely with multiple committees and executive teams.

**Financial / Operational Highlights:**

- Led the organization's rebranding initiative, including approval and buy-in from board members
- Guided association through new website, moving to a platform offering responsive design
- Promoted association-hosted educational conferences, assisting onsite and coordinating external exhibits
- Created content & visuals for web, print, digital campaigns, & weekly newsletter distributed to 30K+ subscribers
- Increased web sessions 12% via site optimization and content development (some HTML) in DNN Evoq



**NEXTCARE HOLDINGS, Mesa, AZ • Jul 2011 - Mar 2017**

*Nationwide urgent care group with 140+ clinics in 10 states, represented by 11 brands*

**Vice President of Marketing** (Sep 2016 - Mar 2017)

**Director of Marketing & Communications** (Jul 2011 - Sep 2016)

Led a team of marketing professionals to grow new and existing patients in over 140 urgent care clinics nationwide. Provided guidance and creative direction to facilitate the production of print ads, direct mail, email newsletters and digital media. Monitored Pay-Per-Click accounts and assisted website administrator with content creation (WordPress CMS platform) to effectively grow NextCare's online and social media presence. Upheld brand standards and ensured effectiveness and accuracy of ads and collateral across 11 brands. Reviewed demographics for each location to seek lucrative community outreach opportunities, and to confirm marketing message resonated with each audience.

**Financial / Operational Highlights:**

- Created, managed, and adhered to an annual budget ranging from \$2.5 to \$5.8 million
- Reduced marketing cost per clinic visit by 40% through analyzing return on investment for all ad campaigns
- Facilitated organizational growth by streamlining marketing activities and improving efficiency of processes, thereby supporting a 150% increase in the number of clinic locations nationwide
- Monitored web performance with Google Analytics; oversaw field-based team member activities via Salesforce
- Created content for numerous internal and external communications, such as email marketing messages, press releases, patient and employee newsletters, and various B2B and B2C marketing collateral



**EARNHARDT AUTO CENTERS, Gilbert, AZ • Jan 1998 - Jul 2011**

*Leading automotive corporation operating multiple car dealerships in Arizona*

**Marketing Manager** (2003 - Jul 2011); **Marketing Assistant** (2002 - 2003)

**Office Manager** (2000 - 2002); **Loan Processor** (1998 - 2000)

Facilitated ad creation and determined the effectiveness of all marketing initiatives by analyzing sales results and tracking reports. Oversaw the development of integrated marketing communications and advertising campaigns to effectively market the business through radio, TV, print and digital channels. Cultivated strategic relationships with third party lead generators to secure new sales prospects.

**Financial / Operational Highlights:**

- Increased overall sales 9% while decreasing costs-per-sale by 35% within 90 days of replacing a third-party agency and personally managing PPC accounts with Google Adwords, MSN and other vendors
- Secured an additional 102 sales (representing a 2% sales increase) by partnering with an organization that consistently delivered the lowest cost-per-sale ratio via a monthly email newsletter sent to 80K+ recipients

## EDUCATION

**B.A., Business Administration** – N.A.U., Flagstaff, Arizona | **Art Studies** – University of Dallas, Irving, Texas

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