

CORTNEY MEARS

DIGITAL MARKETING AND COMMUNICATIONS

EDUCATION

MASTER'S DEGREE

Digital Marketing
Sacred Heart University
2014-2017

BACHELOR'S DEGREE

English
West Virginia University
2000 - 2004

TECHNICAL

Adobe Creative Suite
Google Analytics Solutions
(Analytics, Tag Manager,
AdWords, Optimize)
Email Marketing (Emma,
ExactTarget)
CMS (SiteCore, Drupal,
Wordpress)
Microsoft Office
Hootsuite
Project Management
(Basecamp, Jira)
CRM (Salesforce, Slate)

ABOUT ME

I'm passionate about digital media. With an entrepreneurial spirit and a can-do attitude, I never shy away from volunteering for a new project or learning a new platform to make an idea come to life on the internet. For over 10 years, I've been riding the digital wave to identify emerging trends and help the companies I work for drive business goals. Whether it's creating social media marketing and listening strategies, increasing site engagement, building analytics reports, or launching SEM campaigns, my goal is to implement the best tactics to achieve a strong brand presence and support sustained growth.

PROFESSIONAL EXPERIENCE

ASSOCIATE DIRECTOR FOR DIGITAL COMMUNICATIONS

Yale University School of Management/March 2017-Present

With a primary focus on the external websites, I serve as the digital content and UI/UX expert and steward web governance best practices. Other duties include refining the social media strategy for Facebook, Twitter, Instagram, SnapChat, and LinkedIn including paid campaigns. In addition, I've spear-headed the development of the team's project management workflow as well as regular analytics and engagement reports.

- Manage all aspects of digital content and web development for the Communications team, including planning, writing, designing, and posting content.
- Collaborate with content creators (such as video producers and photographers) to create rich interactive elements and experiences using JavaScript.
- Supervise the Senior Web and Social Media editor and interns.

STRATEGIST, WEB & SOCIAL MEDIA

Yale New Haven Health/February 2012-March 2017

Working with the Associate Director for Creative/Digital Strategy, and others on the digital team, championed social media reputation monitoring and response strategy, advocated approaches to increase digital brand engagement, and onboarded two marketing assistants into their positions.

- Recommended and executed social media strategy to elevate service lines and physicians with a consistent 20% growth in followers over fiscal year; developed live-streams and other forms of media, identified KPIs, and presented reports on results.
- Oversaw, developed, and managed the launch of several paid social media and SEM campaigns for primary care, bariatrics, development, and Y Access services, among others, with support from agency partners.
- Grew a network of more than 15 physician and staff social media influencers.
- Recommended and executed the development of robust Google Analytics and Tag Manager accounts for reporting on marketing campaigns and other deliverables from internal and external clients.
- Led the development of key external website projects for Yale New Haven Health entities, including content development, project management, building out content on the CMS, and working with external vendors to ensure backend technology flowed in.

SENIOR EDITOR AND CONTRACT WRITER

WebMD/Sept 2011-Feb 2012 (Full-time); Sept 2015-Present (Contract)

While employed full-time, led a team of contractors overseas in a \$500K project to scan more than 200 journals and write summaries for a pharmaceutical partner. While employed as a contractor, analyze, write, and modify PowerPoint presentations for Medscape pharmaceutical partners.

EXPERTISE

Social Media Marketing
Reputation Management
SEO/SEM
Analytics
Project Management
Brand Monitoring
Staff Development
Digital Strategy
Email Marketing
Problem Solving
Team Work

HONORS

Best Practice Award Winner, Improving the Patient Experience through Social Media [Awarded to Marketing & Communications] at Yale New Haven Health's Patient Experience Conference 2014

Judge at eHealthcare Leadership Awards 2016

Judge at Digital Health Awards 2016

EXPERIENCE CONTINUED

- Created, deployed, and provided metrics for 17 weekly e-newsletters for each Medscape specialty highlighting the best evidence articles from key journals.
- Trained editors and freelancers on use of CMS and process for reviewing literature and writing digital content for physician audiences.
- Managed Medscape Reference content online by reviewing clinical literature and translating information into plain language content, working with physician opinion leaders to review and provide feedback as needed.

EDITORIAL DIRECTOR

UBM Medica/May 2006-Sept 2011

While at UBM Medica, I was consistently recognized as a leader for driving the digital strategy and engaging the editorial and design teams in training to support business goals. Starting in 2009 as an Associate Editor for *Psychiatric Times Magazine*, I developed and launched the first e-newsletter for the company; created and implemented the social media strategy for all of brands; and drove site traffic through SEO by reviewing analytics reports, making content recommendations, and measuring results.

- Responsible for the editorial direction and budget oversight of an international women's health site and forum that received over 600,000 pageviews per month from medical professionals, patients, and industry.
- Using Adobe's Omniture Platform, measured traffic growth and optimized content for search engines, ensuring continued growth in traffic over fiscal year.
- Led new digital product development to benefit audiences and advertisers including the creation of RFPs; presented recommendations to editorial, sales, and executive management.
- Developed the organization's social media strategy, including Twitter, Facebook, LinkedIn, and YouTube, launching more than 16 accounts and providing editors with training on best practices to share content and measure response.
- Developed and launched email newsletters using ExactTarget, growing existing database of subscribers by 30% over fiscal year; used A/B testing strategy to research subject lines and content of email newsletters and marketing campaigns and reported on results.
- Provided regular trainings to staff on use of CMS and social media.

PRODUCTION EDITOR II

Taylor & Francis/May 2004-May 2006

Working as a production editor for a large academic journal publisher allowed me to gain experience creating production schedules and processes for developing print workflows. Moreover, because of the tight printing schedule, I developed a keen eye for detail to ensure publications were printed correctly and on time.

- Served as project manager of 15 academic journals from manuscript stage through print publication, working collaboratively with acquisition editors, typesetters, authors, and academic journal editors and editorial board to copyedit, proofread, place ads, review online content and order reprints.
- Provided training for other production personnel related to workflow systems and processes.
- Managed large journal archiving project for Philadelphia office to record and scan decades of available issues online and transfer older journal content to warehouse.