

Michele D. Santiago, MS

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Performance-Driven Marketing Strategist

Dedicated advocate and leader with 20+ years of experience in marketing, communications, and management. Talented in creating campaigns and programs that strengthen the brand and achieve goals for membership, product sales, fundraising, conference attendance, and program participation. Team leader adept at motivating while developing coordinated results, on time, and within budget. Mission driven professional who makes a difference.

Core Competencies

- Marketing Communications Strategies & Operations • Integrated Marketing Planning • Leadership • Problem Solving
- Digital Marketing • Database and List Management • Membership Analysis & Target Audience Strategy • Member Engagement • Surveys & Research • Awareness Campaigns • Branding • Social Media • Media/Public Relations
- Crisis Communications • Relationship Building • Team Development • Budgeting • Fundraising • Proofreading

Professional Experience

Society for Marketing Professional Services

DIRECTOR OF MARKETING

Alexandria, VA

February 2008 – Present

Responsible for overseeing/executing marketing activities related to membership, certification, education, publications, recognition programs, Career Center, and the SMPS Foundation. Sets marketing strategy, develops and executes marketing plans, and oversees the creation of collateral materials and the implementation of tactics. Oversees the work of department staff, outside vendors, and business partners to ensure compelling messages and materials are delivered on target, on time, and on budget. Offers guidance and support on communications, marketing, and planning to the Senior Team, Board of Directors, chapter leaders, committee volunteers, and staff. Edits/reviews all outgoing messaging. Manages the marketing communications calendar, deadlines, and budget. Served as the liaison to the SMPS Foundation for two years and provided marketing support for them for eight years.

Accomplishments:

- *Recruitment:* Created and executed a plan to increase the number of new members joining SMPS during the months of July and August 2020 with the addition of a free resources bundle. Added 179 members in those two months generating \$71,421 in income. This was an increase of 79% over the prior two months.
- *Referral Campaign:* Created and executed a promotional plan for the Share SMPS: Refer a Friend campaign and garnered 10 new member referrals in one day. Was instrumental in the development of the referral campaign which brings in 125 referrals per year on average resulting in \$49,874.
- *Persona Development:* combined psychographics with demographics to create five member personas for use in segmenting and connecting with our members and target audience. Recently presented attitudinal research findings to the Board of Directors to be incorporated into personas and segmentation strategies.
- *Member Segmentation:* Targets and segments our audience based on membership status, years in practice, title, interests, prior purchases, persona, etc. Analyzes member data to see what areas/segments are growing or leveling off and strategizes outreach plans.

- *Value Proposition*: Led team on strategic roadmap to strengthen the Society's value proposition; project included a competitive analysis, market segmentation, brand positioning, and messaging which translated into new collateral to enhance the Society's appeal/value to new and prospective members.
- *E-Newsletter*: Realized a 15.6% increase in open rates and a 236% increase in clicks-per-unique opens when introducing a more modern e-newsletter format. Winner of a 2016 Silver EXCEL award.
- *Society Journal*: Completed the redesign of the Society's flagship publication, *Marketer*, which won three awards including the prestigious Hermes award.
- *Virtual Workshop*: Led the integrated marketing campaign for our virtual workshop series, *Prepare to Win*, which exceeded targeted goals and revenue by 243%.
- *Foundation Marketing*: Just completed a record breaking GivingTuesday. Generated 38 gifts which resulted in \$5,000 in donations. An increase of 16% over last year.
- *Branding*: Manages branding and product positioning by developing and refining core brand attributes, brand positioning, and overall strategy. Weaves the brand into marketing and communications strategies.
- *New Product/Service Launch*: Identifies member needs, helps to determine optimal product or service offering and appropriate pricing, identifies target markets, provides course correction, and monitors success once fully launched.
- *Salary Survey*: Provided project management and leadership of member salary and benchmarking survey that drove 15% participation in the first 4 months.
- *Professional Development Marketing*: Led marketing and communications efforts that met or exceeded attendance goals for annual conferences, monthly Webinars, and BD workshops.

Civista Health Inc.

(Now University of Maryland Charles Regional Medical Center)

MARKETING SPECIALIST (SENIOR)

DIRECTOR, MARKETING AND COMMUNITY RELATIONS

PHYSICIAN SERVICES SPECIALIST

HEALTH INFORMATION SPECIALIST

La Plata, MD

October 2005 – February 2008

March 2000 – October 2005

January 1998 – March 2000

July 1994 - 1998

Directed all the marketing communication activities of the health system including campaigns, collateral materials, website, and more. Served as hospital spokesperson and the health system's legislative liaison to the Maryland Hospital Association. Oversaw contract writers and graphic designers in the preparation of marketing campaigns. Managed image campaigns for the hospital, women's health center, emergency department, and women's services. Analyzed and presented market share data. Prepared and presented marketing/communications plans to health system staff/physicians. Worked with consumer survey vendor to measure and enhance the community's perception of the organization. Represented the organization at community-related events, meetings, and committees. Provided marketing support to the Civista Health Foundation for its events, fundraising efforts, and the hospital's capital campaign.

Accomplishments:

- Planned, organized, and directed: the organization's marketing and community relations policies, strategies, and initiatives, and events such as screenings, hospital tours, exhibits, legislative meetings, grand openings, open houses, and community seminars/events.
- Assisted the organization in applying for and receiving the bond to pay for Civista's \$80M renovation. Was instrumental in communications during the extensive renovation and in re-introducing the renovated hospital to the community and media.

- Selected appropriate marketing vehicles to promote the various service lines and worked with department managers and employees to implement strategies.
- Developed and led a forward-thinking and cohesive marketing team.
- Supported the fundraising efforts of the Civista Health Foundation including \$5M capital campaign
- Built relationships with physicians as the organization's physician liaison and recruiter. Served as the liaison between the health system and physicians to advocate for and strengthen communications/relationships.

Previous professional experience includes: Working for the **Federal Government** at the Department of Commerce, Washington, DC, and U.S. Census Bureau, Suitland, MD.

Education

- **MS, Management (Marketing Track)**—University of Maryland, University College
- **BS, Business Administration and Health Services Management**—Towson University

Professional Activities and Involvement

Awards: 2016 Silver EXCEL award for newsletter redesign; *Marketer* Journal redesign won three awards including the prestigious Hermes award

Graduate of: SMPS University: Leadership Advancement Program, University of Maryland Robert H. Smith Business School, Fall 2012

Member of: Social Media Marketing Society, March 2019 to present
American Society of Association Executives, 2008 to present
American Marketing Association, March 2006–2019

Volunteer for: Judge for ASAE's 2018 Gold Circle Awards
Charles County's 350th Anniversary Event Planning Committee, 2006–2008
Facilitator, Parkinson's Disease Support Group, 2003–2008
ARC of Southern Maryland Board, 2002–2008
Partnerships for a Healthier Charles County, 1996–2008; Co-chair, Healthcare Careers Month, 2003–2004
Surviving Cancer: A Photographic Essay Display, 1994–2008
Meals on Wheels driver, 1994–1996

Technical Skills

Proficient in Microsoft Word, Excel, PowerPoint; Basecamp; iMIS database and MemberMax; Ektron Content Management and WordPress; Survey Monkey; Social Media platforms including LinkedIn, Facebook, Twitter, Instagram, and Pinterest; Hootsuite; Higher Logic online communities; Real Magnet Marketing Automation; Photoshop, Publisher, and Canva; and email programs including Informz, Real Magnet, and MailChimp.

Portfolio Sample

Website: www.micheledsantiago.com