

# Sean J. Biehle

Integrated marketing leader and strategist focused on building better brands.

With over 20 years of experience leading marketing and advertising teams and initiatives, I have helped companies and teams exponentially grow their business and careers by focusing on clear goals and concise communication.

Advertising clients have included P&G, Macy's, Budget Rent-a-car, Cengage Learning, Del Webb, Hill-Rom, Kroger, Lexis-Nexis, Luxottica, and Subway Restaurants.



## EXPERIENCE

### **GYANT**

SAINT LOUIS, MO • 2021-PRESENT

- Marketing director leading marketing team for healthcare artificial intelligence virtual assistant/digital front door company.
- Lead marketing and lead generation strategy, including design, development, strategy and success of website properties, earned and owned digital marketing campaigns, execution of partner marketing programs, development of email nurtures, and strategic approach to enhancing the marketing value GYANT provides.
- Manage >\$1 million events, promotional, and advertising budget.
- Partner with Sales, Client Services, Product, Engineering, Medical and HR teams to achieve business objectives.
- Supervise external agency relationships and marketing automation development.

**Marketing Director**

### **MedData**

SAINT LOUIS, MO • 2014-2020

- Marketing director in charge of creative marketing team, including writers, designers, and developers, for managed services division of Fortune 1000 healthcare company.
- Lead marketing and lead generation efforts to achieve 1,000% sales growth since 2014.
- Manage >\$1 million promotional and advertising budget.
- Lead all communications for multiple acquisitions to achieve organizational objectives, including concept and creation of new Mission, Vision, and Values and development of award-winning company Intranet.
- Lead brand development and maintain ownership of the MedData brand standards and assets.
- Oversee creation of all sales collateral and direct response materials.
- Manage public relations, including press releases, media inquiries, and interviews.
- Manage development of all company websites, social media, and company intranet.
- Direct new SaaS launches, including all digital assets and integrated marketing campaigns. Work with Sales, Client Services, Operations, IT, and HR teams to achieve business objectives.
- Supervise external agency relationships and marketing automation development.

**Marketing Director**

### **Schwadesign**

PROVIDENCE, RI • 2010-2014

- Guided content strategy and brand experience for clients of Providence-based independent network of marketing professionals.
- Clients included: Brown University, Carousel Industries, Buildium, Tumaro's, American Dryer Corporation (Whirlpool), United Apparel, Trinity Pharma / SHYFT Analytics.
- Developed strategic concepts and content for interactive, print, and broadcast communications.
- Presented creative concepts to executive-level client stakeholders that successfully communicate and sell the creative strategy.
- Researched, wrote, and edited speeches, presentations, and other corporate communications.
- Managed social media campaigns for clients.

**Agent of Comprehension**

### **The Creative Department**

CINCINNATI, OH • 2005-2013

- Played key role in increasing agency's book of business by more than 200% during tenure.
- Guided content strategy and brand experience for clients of Cincinnati advertising agency.
- Clients included: P&G, Kroger, Macy's, Cengage, Lexis-Nexis, Hill-Rom, Qvidian, Christian Moerlein, Luxottica, The Center for Holocaust and Humanity Education.
- Researched, wrote, and edited speeches, presentations, and other corporate communications.
- Developed strategic concepts and content for interactive, print, and broadcast communications.

**Senior Strategist**

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## EXPERIENCE

### VisaNow

Marketing Manager

CHICAGO, IL • 2004-2005

- Managed all marketing and communications for immigration law software as a service (SaaS).
- Wrote press releases, responded to media inquiries, conducted and arranged interviews, and developed relationships with local and national journalists.
- Wrote and edited all sales collateral, direct response materials, and website content.
- Oversaw redesign of company identity and website.
- Worked with Sales, Legal Services, and IT teams to achieve business objectives.
- Supervised external agency relationships and transition to Salesforce CRM.

### Northwestern University

Marketing Manager

EVANSTON, IL • 2003-2004

- Managed in-house creative department, including all marketing & promotions for campus clients, for Big Ten University Student Union.
- Creative Director for all print and direct response materials.

### Draft Worldwide

Program Manager

LOS ANGELES, CA • 2001-2002

- Supervised launch of Winston EVO brand into Los Angeles Market for RJ Reynolds.
- Identified, acquired, and developed strategic partnerships with area entertainment venues.
- Supervised Market Manager and Field Marketing Staff, and trained staff in conducting consumer intercept program.

### Kozmo.com

Marketing Manager

CHICAGO, IL • 2000-2001

- Supervised launch of Internet-based retailer into Chicago market.
- Responded to media inquiries, conducted and arranged interviews, and developed relationships with local and national journalists.
- Identified, acquired, and developed strategic relationships with vendors and affiliate partners.
- Identified, executed, and directly managed local promotional opportunities to drive revenue.

### Publicis-Hal Riney

Account Executive

CHICAGO, IL • 1998-2000

- Managed client relationships and developed initiatives for national advertising agency.
- Supervised creative, media, and production development for national brand campaigns.
- Functioned as day-to-day liaison between the client and the creative team.
- Clients included: Del Webb Corporation, Budget Rent-a-Car, and Subway Restaurant accounts.

### Frank Magid Associates

Media Consulting Associate

CHICAGO, IL • 1995-1996

- Managed strategic initiatives for news media clients of national media consulting firm.

## EDUCATION

### Northwestern University

Bachelors of Science in Speech, 1994 – Major in Radio/TV/Film

## SKILLS

Accomplished public speaker • Microsoft Office • Adobe Creative Suite • Marketing Automation  
Wordpress • HTML, PHP, Java

## AWARDS

- Most Innovative Intranet, MedData, ThoughtFarmer Best Intranet Awards, 2018
- Best Intranet, MedData, eHealthcare Leadership Awards, 2017
- Recognized by The Cincinnati Enquirer as one of the "Under-40s to Watch", 2010.
- Silver ADDY Award, 2010, Public Service for the Center for Holocaust & Humanity Education.
- Regional EMMY Award, 2007, Commercial, Five Seasons.
- Regional Gold ADDY Award, 2006: Non-Traditional Ad Campaign for MINI.
- Gold ADDY Award, 2006, Self Promotion for The Creative Department.

## VOLUNTEER WORK

Museum of Contemporary Photography, Leukemia and Lymphoma Society, Davis Phinney Foundation, A.P. Hampton Mentoring Program, United Way