

WHAT'S SHAKIN'?

I AM a servant leader with 20+ years of experience leading **marketing, advertising,** and **brand strategy** for **healthcare & technology** companies. Focused on clear goals & concise communication, I have helped multiple companies achieve **exponential growth.**

CURRICULUM VITAE OF **SEAN BIEHLE**, CREATIVE MARKETING DIRECTOR



CONTACT

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SKILLS

- Leadership
- Advertising
- Branding
- B2B Marketing
- Marketing Strategy
- Digital Marketing
- Creative Direction
- Concept Development

TOOLS & SOFTWARE

- Adobe Creative Suite
- Project Management (Monday.com, Asana, Basecamp, et al.)
- CMS & Email Marketing (Wordpress, Hubspot, Act-On, et al.)

EDUCATION

Northwestern University
Bachelor of Science, Radio/TV/Film
Evanston, IL

AWARDS

Addys, Emmys, Under-40s, Roger Rogers, Over-and-Outs.

VOLUNTEER WORK

Habitat for Humanity
Operation Food Search
Leukemia & Lymphoma Society
AP Hampton Mentoring



WORK EXPERIENCE

NEXTECH, Tampa, FL

Healthcare software (SaaS) for specialty medical providers

Director of Creative Services

10/21 - Present

- Develop and lead in-house creative marketing team, which creates all marketing campaign materials, including advertising, video production, social media, conference and event support, online properties, DemandGen, and support all aspects of business.
- Oversee brand, marketing, and communications strategies to reach all quarterly and annual key performance indicator targets and achieve 20%+ growth in revenue and EBITDA in 3 years, recognized as Best in KLAS software, and sold to TPG for \$1.4 billion.

GYANT, San Francisco, CA

Healthcare artificial intelligence & digital front door for health systems

Marketing Director

10/20 - 10/21

- Led all marketing and lead generation strategy, including design and development of website properties, earned and owned digital marketing campaigns, execution of partner marketing programs, development of email nurtures, and go-to-market strategies.
- Inbound marketing efforts and development of B2B MQL pipeline to attract, nurture, and close deals helped achieve strategic partnerships with integrated delivery networks, including Amazon, Walmart, and 30+ health systems.

MEDDATA, Brecksville, OH; The Woodlands, TX; Draper, UT

Revenue cycle management software (SaaS) solutions for health systems

Director of Creative Services

1/14 - 5/20

- Directed marketing and lead generation efforts to achieve 1,000% sales growth in 5 years (\$20 million to \$250 million).
- Managed \$1 million+ promotional and advertising budget.
- Led all communications for multiple company acquisitions and investor relations to achieve organizational objectives.
- Directed new SaaS product go-to-market launches, including all digital assets and integrated marketing campaigns.

PREVIOUS EXPERIENCE

Director of Content Strategy, SCHWADESIGN, Providence, RI 2010 - 2014

Senior Content Strategist, THE CREATIVE DEPARTMENT, Cincinnati, OH 2005 - 2013

Marketing Manager, VISANOW, Chicago, IL 2004 - 2005

Marketing Manager, NORTHWESTERN UNIVERSITY, Evanston, IL 2003 - 2004

Program Manager, DRAFT WORLDWIDE, Los Angeles, CA 2001 - 2002

Marketing Manager, KOZMO.COM, Chicago, IL 2000 - 2001

Account Executive, PUBLICIS & HAL RINEY, Chicago, IL, 1998 - 2000

References available on request.