

WHAT'S SHAKIN'?

Passionate and meticulous **servant leader** with extensive experience leading **marketing, advertising, and brand strategy** for **technology** companies. Focused on clear goals & concise communication, I have helped multiple organizations achieve **exponential growth**.

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



SAINT LOUIS, MO, USA

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SKILLS

Leadership | Advertising | Branding
B2B Marketing | DTC Marketing |
Marketing Strategy | Digital
Marketing | Creative Direction |
Concept Development

SOFTWARE & SYSTEMS

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

EDUCATION & CERTIFICATIONS

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

AWARDS

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

COMMUNITY AFFILIATIONS

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



WORK EXPERIENCE

NEXTECH, Marketing Director, Tampa, FL

2021 – Present

Direct brand modernization and creative operations for a national EHR and practice management SaaS provider serving ambulatory healthcare practices.

- 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 omnichannel creative execution aligned with business strategy across product lines and corporate initiatives 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, Marketing Director, San Francisco, CA

2020 – 2021

Directed integrated marketing strategy for an AI-driven healthcare SaaS company serving health systems nationwide.

- Led a cross-functional marketing team overseeing 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.
- Built 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, Marketing Director, The Woodlands, TX

2014 – 2020

Led the in-house creative team for a Fortune 1000 healthcare services firm, managing multimillion-dollar budgets across branding, digital, and PR initiatives.

- 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.

EARLIER RELEVANT ROLES

Director of Content Strategy, SCHWADESIGN, Providence, RI

Senior Content Strategist, THE CREATIVE DEPARTMENT, Cincinnati, OH

Marketing Manager, VISANOW, Chicago, IL

Marketing Manager, NORTHWESTERN UNIVERSITY, Evanston, IL

Program Manager, DRAFT WORLDWIDE, Los Angeles, CA

Marketing Manager, KOZMO.COM, Chicago, IL

Account Executive, PUBLICIS & HAL RINEY, Chicago, IL

References available on request.