

Savannah S. Wedell

Marketing and Operations Professional

PROFILE

Focused and detail-oriented operations and marketing professional adept at maintaining detailed administrative processes that improve accuracy and help achieve organizational goals. Dedicated problem solver skilled at building relationships and successfully engaging with a variety of stakeholders. Effective marketer with a proven track record of improving brand recognition and awareness.

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| ✓ Project Management | ✓ Microsoft Office Suite |
| ✓ Association Management | ✓ Dynamics 365 Marketing |
| ✓ Event Planning | ✓ SharePoint |
| ✓ Public Relations | ✓ HubSpot |
| ✓ Email, Content and Digital Marketing | ✓ Google Analytics |
| ✓ Web and Social Media Design | ✓ Google Ads, Facebook Ads, LinkedIn Ads |
| ✓ Communication and Collaboration | ✓ Informz |
| ✓ Relationship Management | ✓ Workfront |
| ✓ Critical Thinking | ✓ iMIS Software |
| ✓ Analytical and Problem Solving | ✓ GlobalPay, BluePay |
| ✓ Teamwork | |

PROFESSIONAL EXPERIENCE

Marketing Analyst, Trimaxsecure

July 2020 – Present

Responsible for leading marketing and association management projects for TrimaxSecure and its clients including content, email and digital marketing, communications, event planning, web and social media design, and administration. Experience with a wide range of industries including healthcare, software, transportation, biotechnology, and project management.

Client Project Work:

Marketing and Administrative Support, Project Management Institute of Minnesota

Responsible for serving as the Account Executive ensuring PMI MN has the support needed to achieve its organizational goals. Provide detail-oriented administrative and operational support and planning for projects related to membership retention, volunteer appreciation, communication, scholarships, event planning, partnerships, and professional development.

- Organize governance documents for PMI MN Board of Directors and Operations Committee
- Serve as organization treasurer
- Lead marketing activities including content, email, and digital marketing
- Manage organizations databases
- Organize and manage contracts with speakers and vendors
- Assist with event planning, including virtual, hybrid and in-person events
- Support website updates
- Provide membership and financial reports
- Support event registration management

Marketing Support, Massive Bio**2020 - 2021**

Accountable for providing marketing, operational and administrative support in a variety of aspects.

- Developed and lead execution of digital marketing strategy, including email marketing and CRM workflows, Google and Facebook ads, social media, live event planning, website content, and overall lead generation for clients
- Lead the marketing team in overall marketing initiatives for their precision oncology AI technology and applications
- Created educational collateral for patient education on biomarkers, clinical trials and genomic testing
- Developed blog content to support website SEO upgrades and marketing
- Supported website SEO, design, and content upgrades
- Generated leads with direct-to-patient and advocacy group outreach
- Facilitated partnership calls with patient outreach groups
- Developed company processes and shared calendars

EDUCATION

University of Minnesota Hubbard School of Journalism & Mass Communication**2020**

BA, Strategic Communication, Public Health

MIT Sloan**2021**

Digital Marketing Analytics Executive Course

CERTIFICATIONS

- **SEO Foundations**
- **Google Analytics and Essential Training**