

Erin Echelmeyer, MBA

VP of Marketing / AVP of Marketing Operations

Erin.Echelmeyer@gmail.com | linkedin.com/in/erin-echelmeyer | 314.518.7393 | San Antonio, TX

SUMMARY

Innovative VP of Marketing leader with extensive operations experience and demonstrated success in strategic marketing and communications planning. Adept in leveraging market research and data analysis skills to build and implement branding, marketing, digital and social, and content strategies. Proven history of implementing creative growth strategies for unique service offerings that contribute directly to the bottom line.

AWARDS AND RECOGNITIONS

- **Branded Content in Science and Technology, 2021**

Telly Awards (story lines and scripting)

- Gold Prize for Awake Craniotomy
- Bronze Medal for Joy's Congenital Heart Disease Video (Pediatric Heart Patient Story).
- Bronze Medal for JECMO gave me my life back

WORK EXPERIENCE

Interim VP of Marketing / AVP Marketing Operations

Methodist Healthcare, a part of Hospital Corporation of America (HCA)

03/2019 - Present

Responsibilities Include:

- Oversee department daily operations including strategic marketing and communications planning to facilitate the achievement of business development objectives for multiple service lines and access points across 15 locations and 200 service providers.
- Develop and manage \$4.5M+ annual marketing department budget to ensure optimum availability of funding and allocation of resources across multiple accounts in alignment with overall EBITDA targets.
- Supervise all phases of marketing and communications campaign planning activities from conception through implementation and evaluation leading to completion of over 400 projects, including 138 videos, 11 campaigns and 64 patient stories over 1.5 years.
- Drive comprehensive digital, SEO, social and social strategy development, implementation, measurement, and optimization.
- Manage all aspects of market and brand research for use in strategic planning and regular reporting
- Ensure timely completion of all deliverables for key stakeholders and consistent cross collaboration between the multiple departments.

Projects Include:

- Launched innovative content strategy platform, HealthMatters, using consumer data emphasizing need for better access to preventative healthcare and general wellness education.
 - Released innovative employer outreach collaborative into market, providing area employee wellness leaders with free access to health and wellness education content and resources for employees to position the organization as a pillar community partner in support of increase in brand preference.
 - Developed, piloted, and launched a unique influencer marketing campaign focused on taking health risk assessments, increasing conversions by 573% year-over-year.
 - Optimized content placement resulting in better performance metrics of a 70% increase in scheduled appointments.
- Managed the tactical rollout, launch of the company's refreshed visual identity, and re-brand across 9 hospitals, 9 freestanding emergency rooms and over 200 medical providers.

- Develop tiered brands in alignment with formal brand architecture to ensure consistency in building brand equity.
 - Oversee all brand and logo transitions on an ongoing basis.
 - Strategically plan, design, and approve all branded signage.
 - Build awareness, preference and loyalty to parent and sub brands.
- Executed digital content and SEO strategy which significantly increased organic web traffic by 47%, proved a 3-point improvement in overall domain authority in addition to year-over-year conversions, and reduced bounce rates across content relating to services, conditions, and treatments.
- Develop, manage, and implement project planning for all marketing and communications support in launch of 2 new acute care hospitals.

Accomplishments Include:

- Built and developed the entire marketing department from the ground up
 - Hired, trained, mentored an integrated team of 6 marketing professionals
 - Created and implemented all processes for funding, planning, creative, digital, social, and content creation needs
 - Assessed and re-strategized department budget to better support enterprise goals
 - Reduced agency expenses by 36% (\$250K) through the operationalization of in-house creative team and internal processes to better fund creative requirements for prioritized growth goals.
- Spearheaded collaborative engagements and strategic planning discussions between marketing, communications, sales, and business development teams at the facility-level to overcome barriers and align on enterprise growth, retention, and recruitment initiatives.
 - Optimize the effectiveness of messaging and marketing medium platforms in accordance, proving valuable in aligning concepts, tactical roadmaps, and allotment of resources in support of service line growth initiatives.
- Achieved a substantial year-over-year increase in online reputation management key performance metrics as measured by significant jump in Division Patient Feedback Score (PFS), raising from 2.9 to 3.8.
 - Increased number of positive Google reviews 286.2 %, ultimately increasing Google star rating by 27.3% and supporting growth in brand equity.
 - Elevated the standing of both system and facility-level brands from lowest ranking in the company through the implementation of a variety of strategic online reputation management strategies.
- Successfully launched 6 new Freestanding Emergency Rooms (FSERs) - all meeting volume EBITDA goals at 100% of planned budget within initial 6 month ramp up and showing year-over-year growth during a global pandemic.

Public Relations and Marketing Director

Reston Hospital Center, Hospital Corporation of America (HCA)

01/2016 - 03/2019,

Responsibilities Include:

- Coordinated the development and implementation of data-driven annual marketing plans using both paid and unpaid tactics to achieve organizational objectives.
- Managed \$1M annual marketing budget effectively allocating resources to support growth, retention, and recruitment initiatives.
- Oversaw all internal communications activities and initiatives in support of increases in employee engagement metrics.
- Served as Facility PIO (Public Information Officer) managing all external communications and crisis management.
- Led all external communication activities and media relations as a key tactic in marketing and communications plans to increase total reach and earned media value.

Projects Include:

- Implemented a successful bariatrics surgery marketing campaign, resulting in a 49% increase in bariatric surgical volume year over year.
- Created consistency in the use of the RHC brand through the development of a streamlined content strategy and

alignment of all visual brand elements employed throughout the facility and its programs.

- Provided crucial assistance to regional research studies for validating the effectiveness of test concepts and strategies prior to the development and execution of campaign.
- Led the development and implementation of communication strategies for the rollout of competitive Level II Trauma Center

Accomplishments Include:

- Positioned the reputation of the hospital and its services as one of the nation's leaders in robotic surgery leveraging unique community and physician engagement opportunities to highlight technology and establishing The Virginia Institute for Robotic Surgery at Reston Hospital Center, resulting in an 8% increase in robotic surgical volume year over year.
- Increased brand awareness and patient feedback score through strategic oversight of all online reputation management initiatives and media relations.
- Earned distinction as Subject Matter Expert (SME) on all matters related to marketing and communications

Public Relations and Marketing Director

Gateway Regional Medical Center (GRMC)

10/2011 - 12/2015

Responsibilities Include:

- Oversaw an annual marketing budget of \$800K for the promotion of the hospital and its diverse service lines, access points and medical staff.
- Managed all physician recruitment programs including the employment of providers across a wide range of specialties.
- Spearheaded strategic planning process through structured work sessions, data collection and analysis, and department cross collaboration to ensure a clear and comprehensive approach to growth strategies.
- Served as Marketing Coordinator (2011-2013), focusing on expanding outpatient service and imaging volumes while building relationships with external referral sources resulting in year over year incremental volume increase.
- Organized routine community engagement events throughout the year to give subject matter experts opportunities to engage with the community and position the facility and its care team as the experts in healthcare education

Accomplishments Include:

- Achieved a 5% volume increase in cardiac rehabilitation through the deployment of a cardiac services campaign featuring a free online risk analysis and evaluation for heart disease.
- Expedited the opening of an additional urgent care center as an extension of the facility emergency department.

EDUCATION

Master of Business Administration

Webster University

Bachelor of Arts in Marketing

Bachelor of Arts in Retail Merchandising

Lindenwood University

TECHNICAL SKILLS

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| • Microsoft Office | • Zoom | • Hootsuite |
| • Adobe Creative Cloud | • Sharepoint | • SurveyMonkey |
| • Wrike | • Salesforce CRM | • Google Forms |
| • WebEx | • Constant Contact | • Khoros |
| • Sprout | • Binary Fountain | • WIX |
| • Google Analytics | • Tableau | • Promo Video Maker |
| • Animoto | • Visme | |
| • Maker | • Canva | |
| • FlowCode | • WordPress | |