

Industry Experience

Pharmaceutical
Healthcare
Public Relations
Advertising
Consumer Products
Consulting

Functional Experience

Project Management
Product Management
Account Management
Brand Marketing
Business Development
Marketing
Social Media
Advertising
Public Relations
Press Releases
Copywriting

Technical Experience

MS Office
MS Project
Macintosh
Omniture
Consumer Relationship
Marketing (CRM)
Web Development
Web Analytics

Education

Syracuse University
B.S. Marketing Communications

Contact Information

Office: 919.651.0085
jody@orchardpointgroup.com

Jody K. Mahoney

Selected Accomplishments

- Award-winning Fortune Global 500 Project Manager with over ten years of proven results in project management, marketing, public relations, advertising and copywriting.
- Leader in Web and CRM marketing initiatives including design implementation, content development promotion, measurement and optimization for multiple pharmaceutical and consumer packaged goods brands.
- As Project Manager/Channel Implementation Leader for global pharmaceutical company: Provided strategic counsel and project management of integrated, multi-touch, multi-channel Customer Response Management (CRM) programs and loyalty marketing solutions, including e-mail and direct mail campaigns for lead generation/acquisition, competitive conversion and compliance; partnered with agencies and brands in development of creative content and various digital and direct marketing communications, consistently ensuring that brand messaging and new creative remain on strategy; successfully collaborated with multiple internal/external resources and stakeholders to identify and manage project needs, objectives, and design approaches; manage overall execution and external vendor relationships.
- Established and employ best practices for development, implementation, and evaluation of digital and integrated marketing solutions, including: Web sites, e-mail campaigns, online/banner advertising, social media marketing tactics and search engine optimization; aligned closely with IT to manage and monitor build of product Web sites and various online tactics.
- As Senior Account Manager for award winning Marketing & Communications firm: Provided management oversight and strategic counsel for a variety of B2B and B2C clients and programs; managed all PR efforts for agency and clients, including event-planning, trade shows, PR writing and media relations; development, execution and evaluation of integrated marketing, advertising, direct mail, promotion and public relations efforts behind client programs and various product/program launches; development of copy for client collateral and entire Agency Web site; functioned as hired writer for various client-related projects; distilled complicated content into understandable and readable lay terminology.
- As an account leader for a Public Relations & Advertising firm, was responsible for directing overall PR efforts for national teen snack food brand "Slim Jim", resulting in category dominance, increased sales volume and annual generation of over \$3 million in earned media; supervised PR program for record-breaking launch of wine brand resulting in one million cases sold in first 100 days.
- Awards include:
 - 2008: Marketing Excellence Award: Lamictal Bipolar "Track Toward Stability" Professional Comm Program
 - 2007: Marketing Excellence Award: Consumer Marketing Specialty for Lamictal Bipolar "Stay on Track" program
 - 2007: Marketing Excellence Award: Lamictal Epilepsy Online Pediatric Dosing Illustrator
 - 2002 Gold SABRE, Superior Performance in Marketing to Youth — Slim Jim Rebelliache program
 - 2001 Gold SABRE, Superior Performance in Branding and Reputation — Arbor Mist wine launch
 - Slim Jim Rebelliache Program: one of 100 Best PR Programs of 2001 — The Holmes Report
 - Sir Walter Raleigh Award for Excellence in Communication, Raleigh PR Society — 7 awards between 2002-2003