

Industry Experience

Healthcare

Telecommunications

Financial

Travel & Leisure

Home Furnishings

Packaged Goods

Functional Experience

Account Leadership

Project Management

Strategic Development

Budget Management

Training & Mentoring

Sales Presentations

Print Production

Creative Direction

Education

University of North Carolina at
Chapel Hill

B.A. Journalism

Contact Information

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Karen Johnson

Selected Skills & Accomplishments

- Over 25 years of experience in account and project leadership across multiple marketing and advertising disciplines—fostering seamless integration across client, agency and vendor partnerships.
- Career focus on multi-channel customer relationship management (CRM)—tapping experience, curiosity, consumer insights and pragmatic action planning to identify marketplace opportunities, simplify complex challenges, form ongoing strategies and lead program design and superior execution for data capture and engagement analytics to drive solid business-driving results.
- Adept at developing marketplace landscape reviews, gathering and documenting best practices, providing corporate guidelines and training to ensure valuable knowledge-sharing and communication across departments, agencies and other project shareholders.
- Lead pharmaceutical account teams through development and execution of award-winning direct-to-consumer adherence program, provided strategic consultation and data capture and insight gathering guidance for client's in-house patient database, and mapped strategies and integrated processes for new engagement-driving digital executions.
- Lead implementation teams for telecommunications clients, delivering complex versioned weekly retail sales campaigns for national cell phone service providers and national cable networks. Weekly campaigns included regional and local tailoring of message, product and price—extracting data from across clients' diverse legacy sales and distribution databases to fine-tune targeting and manage execution using variable digital production for hundreds of versions.
- Managed retail banking marketing campaigns from development through all-channel execution, providing internal training support, tracking regional sales by segment, refining targeting and offer positioning of personalized direct mail efforts. Years of work in client-side bank marketing department provided foundation for agency-side account management for multiple financial clients.
- Thorough understanding of business metrics, aligning steady growth goals and team development opportunities.
- Broad background in traditional mass media advertising creative development and execution, application of market research techniques, retail package design and product distribution.