

Industry Experience

Pharmaceutical
Healthcare
Consulting

Functional Experience

Project Management
Account Management
Media Planning
Marketing Strategy
Consumer Marketing
Brand Launch Planning
Customer Relationship Marketing
Internet Marketing
Agency Management
Budget Management
Financial Analysis
Contract Operations
Credit, AR & Collections

Education & Certifications

Campbell University
Master of Business Administration (MBA)
North Carolina State University
B.A. Business Management
B.A. Economics

Contact Information

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Nina Jacobs

Selected Accomplishments

- Award-winning Marketing Manager with over 20 years experience in marketing strategy, business planning, project management, media planning and customer relationship marketing, supporting a Global Fortune 500 Pharmaceutical/Healthcare organization.
- As Account & Media Manager: Responsible for leading the development of multi-channel marketing strategy and planning for assigned brand groups; served as strategic advisor for brand marketing in support of integrated Media, CRM and Internet solutions, sharing industry and company-wide best practices to achieve optimal business results.
- Provided Account Management support for Advair, VESicare, Imitrex, Treximet, Lamictal, RequipXL, Solizira and Potiga Marketing, coordinating agencies and internal colleagues to ensure alignment with brand strategies, appropriate prioritization, and on-time, on budget implementation.
- Managed development and implementation of fully integrated professional and consumer marketing programs in support of the launch of VESicare and Treximet; worked closely with brand and agency partners to develop a comprehensive patient adherence program, including development of offer strategy, acquisition plan, conversion strategy, measurement and assessment, and customized communication flow designed to drive launch sales and improve patient compliance and persistency.
- eBusiness Channel Manager: Planned and implemented eBusiness programs in support of Respiratory brands; led cross-functional team in developing branded and disease-state websites, online media campaigns, and physician-directed initiatives.
- Implemented award-winning *ibreathe.com* respiratory portal designed to provide asthma education, drive consumers to their physician, and create awareness for newly launched Advair - program remains one of the company's highest ROI-generating eBusiness initiatives to-date; project complexity included development of seven websites, customized eMail newsletters, online media sponsorships, controlled ROI impact and satisfaction studies, and search engine optimization tactics.
- Business Project Lead for CREST - a three year, \$4 million project commissioned to improve the administration of contracts and rebates.
- Elected to the Board of Directors of a national health and beauty care industry credit group; served on the group's prestigious Trade Relations committee, which provided acknowledged insight into customer and industry-specific issues to the group's 100 member companies.
- Recipient of multiple "Spirit Awards" in recognition of significant contributions to cross-functional initiatives and excellence in customer service.