

## Industry Experience

Pharmaceutical  
Healthcare  
Consulting

## Functional Experience

Project Management  
Brand Marketing  
Customer Relationship  
Marketing (CRM)  
Digital Media and Marketing  
Social Media  
Direct Marketing  
Teleservices  
Budget Management  
Pharmaceutical Best Practices  
Speakers Bureau/Symposia  
Event Planning

## Technical Experience

MS Office for Mac & PC  
MS Project  
Teleservices Script Development  
Database Set-up

## Education & Certifications

North Carolina State University  
B.A. Spanish and Education

## Contact Information

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# Lisa M. Balik

## *Selected Accomplishments*

- Award-winning Project Manager and Marketing Professional with over 20 years of experience driving customer acquisition and retention through Customer Relationship Marketing, Direct-to-Consumer (DTC), and Telesales campaigns.
- Successfully managed multiple DTC projects and partners for leading, multi-billion dollar Respiratory brand. Developed and managed strategic methods of telemarketing, fulfillment, and database management while ensuring customer privacy, adherence to FDA guidelines, and adverse event reporting for Respiratory DTC programs. Managed large budgets and aggressive timelines.
- Led the execution, launch, and ongoing management of leading Respiratory brand's Media Optimization Pilot to measure ROI of online media, print, and television, and the impact on consumer script behavior.
- Developed Customer Relationship Marketing (CRM) Standard Operating Procedures used for training new employees and multiple internal/external partners about pharmaceutical marketing best practices and consumer privacy requirements.
- Initiated comprehensive communication action plan, timeline, and next steps to assist patients without Internet access to obtain product savings coupons. Action plan supported Call Center's response efforts to retain existing patients and encourage new patients to try product.
- Established communication strategies and best practices between Interactive Web Services Group, brand marketing teams, and Call Center to improve delivery of marketing communications for CRM campaigns and savings programs. This enhanced the consumer experience and supported the sales force in its communication efforts with healthcare providers.
- Received award for development of DTC teleservices script that enhanced the customer experience, improved lead generation through reduction of caller drop-off rates, and streamlined teleservices communications driving customer acquisition and retention. Incorporated new reverse lookup feature on teleservices scripts resulting in improved data collection and financial savings on transcription fees.
- Recipient of numerous company awards for outstanding performance and contribution to sales and marketing initiatives.