

Industry Experience

Pharmaceutical
Healthcare
Consulting

Functional Experience

Project Management
Account Management
Agency/Vendor Management
US Legal/Regulatory
Requirements
Promotional Review and
Approval Process
Tactical Planning
Launch Planning
Customer Relationship
Marketing

Technical Experience

MS Office
Consumer Relationship
Marketing (CRM)

Contact Information

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Sharon W. Farley

Selected Accomplishments

- Award-winning marketing professional with over 18 years experience in project management, customer relationship marketing and direct-to-consumer advertising supporting a, global Fortune 500 pharmaceutical company.
- A recognized team leader and strategic planner with proven ability to foster strong partnerships across multiple levels of an organization and achieve synergies that results in flawless execution of multi-channel marketing initiatives and new product launches.
- Managed the creative development process, copy/approval review, and planning of complex marketing materials and promotional campaigns, across multiple business units from concept phase to delivery. Ensured appropriate prioritization of projects, efficient use of agencies, vendors and resources, that resulted in successful execution and cost effective implementation while remaining compliant with corporate and FDA guidelines.
- Developed and managed project timelines for assigned brands. Collaborated with internal and external stakeholders ensuring planning, prioritization, implementation and alignment of strategic and tactical objectives to meet on-time deliverables.
- Led the planning and execution of integrated multi-channel professional and direct-to-consumer promotional materials in support of two high profile brand launches which contributed to achieving billion dollar sales goal.
- Negotiated promotional service-level agreements with co-marketing partners, agencies, vendors and resources that established best practices and processes which enabled a successful partnership to reach company sales objectives.
- Provided cost savings recommendations to brand marketing that allowed projects to be completed under budget, which contributed to \$5 million departmental savings goals.
- Led multidisciplinary team in the creative development, copy/approval review of promotional materials executing allergy rewards program, a comprehensive CRM program that encouraged customer adherence and compliance programs—contributed to earnings recognition as one of the most successful campaigns industry-wide, generating \$1 billion in revenue for the brand.
- Analyzed weekly reports to determine promotional trends and assessed business demands, allocated projects and resources accordingly to align with key initiatives and company priorities while maintaining day-to-day objectives.
- Devised and implemented successful launch of an innovative proprietary timeline-planning tool. Developed SOP and facilitated training. Actively being utilized by multiple end-users when planning projects for promotional use.
- Advised and trained internal and external stakeholders on company policies and processes to ensure adherence to compliance and corporate FDA guidelines.
- Earned numerous “Awards” in recognition of significant contributions to company-wide and cross functional initiatives to include; cost savings achievements, successful execution of product launches and campaigns, new copy review/approval and timeline planning tool implementation.