

VANESSA OWENS

MARKETING & COMMUNICATIONS MANAGER

As a passionate marketer, I thrive in the dynamic world of graphic design, publication production and distribution, and the creation of engaging content imbued with a dash of wit. My proven track record spans across the design and development of websites, the orchestration of social media campaigns, the execution of email marketing communications, and meticulous event planning.

Incorporating project management and process improvement, I am committed to helping clients actualize their vision in both the digital and physical realms. Just as an artist adapts to new mediums, I continually evolve the tools and platforms I utilize to ensure our clients' businesses remain at the forefront of their community. My ultimate aim is to serve as a catalyst, transforming visions into reality and fostering growth and success.

CONTACT

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Portfolio
<https://vanessaportfolio.com>

EDUCATION

BA in Emerging Media & Communication
University of Texas at Dallas Richardson,
TX 2017
GPA of 3.9, Magna Cum Laude

AA in Political Science Cochise
Community College Sierra Vista,
AZ 2012

Medical Assistant Certificate
Cochise Community College
Sierra Vista, AZ 2010

WORK EXPERIENCE

Marketing & Communications Manager, 2023 to Present
Marketing & Communications Specialist, 2019 to 2023
Integrative Emergency Services - Dallas, TX

As a Marketing & Communications Manager (2023 to Present) and previously as a Marketing & Communications Specialist (2019 to 2023) at Integrative Emergency Services in Dallas, TX, my role has been centered around the development and execution of marketing and communication plans. These plans are designed to enhance understanding of the company's mission and corporate strategies, promote team member and stakeholder engagement, and drive project management and process improvement initiatives.

Communication Responsibilities

- Developed, implemented, and executed comprehensive communication strategies for IES and its affiliated partners/groups, with a focus on project management and process improvement.
- Assisted in drafting, coordinating, and/or distributing all corporate & client communications (written and verbal) including emails, memos, newsletters, presentations, talking points, and videos.
- Maintained and updated distribution lists in various communication platforms.

Marketing Responsibilities

- Created scalable processes using Power Automate and Jot Forms to meet the company's current and future needs. This involved designing workflows that could adapt and grow with the organization, ensuring that our marketing efforts could scale effectively.
- Developed automation strategies to increase efficiency in delivering communications company-wide. This involved leveraging tools and technologies to automate repetitive tasks, streamline processes, and ensure timely and effective communication across the organization.
- Maintained and cultivated brand awareness by ensuring brand standards and integrity are met across the business including advertising, clinical literature, promotional items, website, signage, presentations, and collateral.
- Oversaw social media sites and websites for IES and its affiliates, including developing and publishing content on various platforms such as Facebook, Instagram, Twitter LinkedIn, Mailchimp, WordPress, and Joomag, etc.

Event Responsibilities

- Collaborated with partners (departments, provider groups, etc.) to develop strategies to leverage trade shows, exhibitions, and/or conferences to promote IES and its affiliates.
- Responsible for all aspects of assigned events and meetings of varying sizes and scopes from procurement of venue, event logistics, communications, advertising, sponsorship, and management of 6 committees.
- Collaborated with various constituents to define, outline, and execute event goals, objectives, timelines, agendas, budgets, contingency plans, risk mitigation, resource allocation and processes to deliver successful exhibitions, promotional events, corporate events, site events, conferences, training, and educational sessions, meetings, etc.
- Secured and managed various external partners/vendors engaged to assist in the production of events.

- ✚ Worked with vendors to manage event contracts as well as projects/events to stay within budget.
- ✚ Developed and executed marketing/PR plan to promote exhibitions, events, conferences, meetings, etc. – including invitations, social media, advertising etc.
- ✚ Partnered with the Quality and Education Council on educational offerings and with presenters (clinical and non-clinical) to develop effective presentations, PowerPoints, talking points, and/or collateral to meet goals and objectives.
- ✚ Coordinated with clinical and non-clinical staff for successful achievement of event goals and objectives.
- ✚ Conducted timely debriefs of events and made recommendations to elevate future projects/events.

Sponsorship Responsibilities

- ✚ Identified prospect lists for solicitation.
- ✚ Partnered with leaders to develop holistic solicitation strategies for various sponsorship prospects.
- ✚ Wrote and submitted proposals and/or applications.
- ✚ Solicited funds/sponsorships to support various events, etc.
- ✚ Compiled stewardship letters/packets/ prospectus and distributed to sponsors/supporters.

SKILLS

Adobe Photoshop, Illustrator, InDesign, WordPress, MailChimp, Canva, Pro Tools 11, Final Cut Pro, WIX, HTML, CSS, Bootstrap, Google Docs, Google Sheets, HubSpot CRM, Google Analytics

Proficient In

Microsoft Office Word, PowerPoint, Excel, Forms, One Drive, SharePoint, Sheets, Forms, Power Automate, Jot Forms