

## JANICE YATES

12210 Snead Place | Tampa, FL 33624

[Janyates2112@gmail.com](mailto:Jan Yates 2112@gmail.com) | (813) 335-7625

<https://www.janfulmeryates.com> | <https://www.linkedin.com/in/janfulmeryates>

### PROFESSIONAL SUMMARY

Executive leader with proven expertise driving marketing strategy, creative direction, content marketing, brand marketing, and public relations initiatives in healthcare and technology. Strong B2B healthcare expertise. Hands-on, data-driven leader, creative strategist, and storyteller with a talent for developing and elevating brand messaging, brand voice, lead and demand gen, product launches, go-to-market roadmap, and multi-channel marketing solutions. Core competencies include:

Strategic Marketing Plan Development & Execution | Corporate Communications | Public Relations | Crisis Communications  
Brand Development | Budget Management | Channel, Product, & Digital Marketing | Content & Creative Development & Strategy | Creative Direction | Copy Writing/Editing | Lead Generation | Metrics & Market Trend Analysis | Continuous Process Improvement & Lean Principles | Search Engine Optimization (SEO) | Search Engine Marketing (SEM)

### PROFESSIONAL EXPERIENCE

#### Fractional Marketing Creative Consultant | CorpComm Creative (agency) | Tampa, FL | 8/2023 – current

Consult with clients on branding, messaging, public relations, and marketing strategy. Create content plans and campaign schedules, and deliver cutting-edge creative content (blogs, collateral, web, social), digital marketing campaigns (paid, social, email), and visuals (infographics, video, presentations). Execute public relations campaigns. Manage marketing processes, content calendar, vendors, and freelancers as needed. Clients include Prealize Health, an AI predictive analytics firm; SlateRx, pharmacy benefits company; ELK Benefits Consulting, a pharmacy benefits consultant; and CitizensRx, pharmacy benefits company.

#### Vice President Marketing & Communications | Elixir (PBM) | Philadelphia, PA | 09/2016 - 08/2023

Directed marketing strategy development and execution for multi-billion-dollar national company with focus in healthcare, pharmacy, and pharmacy benefit management (PBM). Managed entire marketing lifecycle, including strategy, public relations, copywriting, creative management, measurement, reporting, and optimization across B2B and B2C markets. Led, supervised, and mentored four director-level leaders and 15 team members, encompassing product marketing, brand creative, digital and web marketing, client and consumer communications, events, and social media marketing.

- Promoted twice from director/senior director roles to executive position with oversight of \$6M marketing budget.
- Championed enterprise rebranding strategy, merging multiple lines of business under one brand; Cultivated creative development of strategic communications, go-to-market messaging, new corporate logo and tagline, and website.
- Partnered with leadership and cross-functional teams to launch new products and solutions through development of marketing strategies and initiatives, competitive positioning, buyer personas, and public relations tactics, driving growth and revenue.
- Devised demand gen strategic plan for Medicare Part D program; ensured marketing compliance in heavily regulated healthcare industry, and enabled growth to attain 1M members.
- Piloted content strategy best practices and streamlined efficiencies through content management system (CMS), project tracking system, digital asset management (DAM), SOPs, and style guides used by 200+ internal stakeholders.
- Inspired team to high performance and executed HR functions; interviewed, hired, and onboarded marketing team new hires. Team retention: 90%

#### Senior Director of Marketing | MHK (SaaS) | Tampa, FL | 06/2015 - 09/2016

Established and grew marketing strategy for startup healthcare software as a service (SaaS) tech company.

- Developed go-to-market messaging and brand identity, spearheaded inbound marketing campaign, amplifying lead generation 10x in first year.
- Accelerated revenue growth through public relations strategy, email marketing campaigns, content marketing, and inbound marketing.
- Advanced brand awareness by wearing many hats while leveraging external capabilities; recruited vendor agencies and freelancers and inspired contracted team to develop creative content and digital marketing.

### **Corporate Communications Director | Optum (PBM) | Tampa, FL | 08/2011 - 06/2015**

Pioneered development of corporate communications for \$1B workers' compensation pharmacy benefit manager (PBM).

- Planned and executed digital marketing campaigns maximizing ROI while keeping under \$250K marketing budget.
- Led creative direction, writing and design for campaigns including white papers, case studies, collateral, video, and advertising. Managed four direct reports.
- Boosted public relations exposure over 250%, garnering weekly media coverage within major industry publications and news outlets.

### **Marketing & Public Relations Director | UACDC (nonprofit) | Tampa, FL | 11/2010 – 07/2011**

Created and implemented a strategic, integrated marketing communications plan for this nonprofit community organization to expand its fundraising efforts.

- Identified public relations opportunities and established media relationships, securing positive media coverage and community awards with an advertising equivalency more than \$50,000.
- Managed team of three direct reports.

### **Principal | Alliance Communications (agency) | Tampa, FL | 11/1995 – 11/2010**

Grew this marketing and public relations agency from the ground up, earning multiple awards and notoriety as one of the top agencies in the Tampa Bay area.

- Created and executed integrated marketing and public relations campaigns for clients in various industries, including technology, software, healthcare, business services, manufacturing, consumer goods, government, and nonprofit.
- Led a team of eight graphic designers and PR/Marketing specialists to execute client initiatives including branding, print and online marketing campaigns, public relations, social media, direct mail and email campaigns, broadcast advertising, web design, digital campaigns, and search engine optimization.

### **Other Previous Positions:**

Marketing Director, Harris Publishing, White Plains, NY, 07/1994 – 11/1995

Marketing Manager, SIGS Conferences & Publishing, New York, NY, 09/1992 – 07/1994

Advertising Director, The Listworks Corporation, Pleasantville, NY, 02/1991 – 11/1992

Fundraising Copywriter, Walter Karl Companies, Armonk, NY, 06/1989 – 02/1991

Copywriter, Catalog Media Corp., Ridgefield, CT, 06/1988 – 06/1989

### **CERTIFICATIONS**

Accreditation in Public Relations: Universal Accreditation Board. Certified Public Relations Counselor: Florida Public Relations Association. LinkedIn and HubSpot Marketing, Content, and Design certifications.

### **EDUCATION**

#### **Master of Arts (MA) in Strategic Communications (Mass Communications)**

University of South Florida, Tampa, FL, expected graduation August 2024

#### **Bachelor of Arts (BA) in Journalism (Advertising), Minor in English**

The Ohio State University, Columbus, OH, 1984-1988

### **PERSONAL SKILLS**

Hands-on Team Leadership | Mentor | Relationship Building | Key Stakeholder Engagement | Cross-Functional Collaboration | Creative, Analytical, & Goal-Driven | Organized / Detail-Oriented | Innovative Problem Solving | Strong Verbal, Written, Presentation, & Interpersonal Communication | Process-driven | Entrepreneurial Minded

### **TECHNICAL EXPERTISE**

Adobe After Effects | Adobe Experience Manager (AEM) | Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Adobe Workfront | Bynder Digital Asset Management | Camtasia | HTML & Web Design | HubSpot | Wordpress | LinkedIn Advertising | Meltwater | Monday.com | Microsoft Office 365 | Salesforce | Smartsheet | Shufflr Slide Management | Qualtrics | BrandWatch | Tableau | Atlas.ti | NodeXL