

Summer Snow

DIGITAL MARKETING STRATEGIST

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PERSONAL SUMMARY

With years of experience and a proven track record of success, I am a creative and innovative medical marketing strategist, fueled by my love of seeing practices grow in the online marketplace. Looking to enhance practice performance by providing effective skills and solutions resulting in increased revenue and improved customer experience.

CORE QUALIFICATIONS

- Vision Creator
- Client Relationships
- Strategic Planning
- Sales and Marketing
- Problem-Solver
- Solution-Oriented
- Big Picture Thinker
- Success Driven

SPECIALIZATION

- Business Analysis & Strategy
- Google Ads
- Microsoft Ads
- Youtube Ads
- Facebook Ads
- Instagram Ads
- LinkedIn Ads
- Text Marketing
- Email Marketing
- Google Data Studio
- Google Analytics
- Google Tag Manager

EDUCATION

Southwest Institute of Healing Arts

- Mind Body Wellness Practitioner - 600 hours of Academics, Theory and Practice

SKILLS AND SERVICES: 2013-PRESENT

- Digital Marketing Consultant for hospitals, plastic surgery, cosmetic surgery, and med spa practices.
- Business analysis by researching products, services, and current strategies to identify new opportunities to improve practice marketability and profitability.
- Assist practices with quarterly and yearly goals. Build, plan, and implement marketing strategies to accelerate lead generation, revenue, and customer retention.
- Campaign manager for all paid advertising campaigns (Google Ads, Bing, Facebook, Instagram, Text Marketing).
- Call tracking and analysis to find opportunities for improvement and growth with client phone interaction.
- Implement SEO strategies and optimize websites to improve search engine rankings and increase organic traffic, driving consistent lead generation and visibility.
- Strategically plan and execute twice-yearly sales events that generate over \$1M in annual revenue for cosmetic surgery practices.
- Monthly reporting for all major metrics, goal tracking, revenue tracking, and other marketing initiatives.

PREVIOUS & CURRENT MEDICAL PRACTICE CLIENTS

- Innovative Cosmetic Surgery
- Center For Regenerative Cell Medicine
- Seton Healthcare
- Dell Children's
- Providence Healthcare
- Campanile Plastic Surgery
- Coolbody Contouring
- Harrington + Associates Plastic Surgery
- Spa Vie
- Castellano Cosmetic Surgery
- Martin Plastic Surgery
- Boston Center for Facial Plastics
- New York Surgical Arts
- Dr. Lee B. Daniel Aesthetic Plastic Surgery
- Kaufman & Davis Plastic Surgery
- Wellskin Med Spa
- Eastern Shore Cosmetic Surgery
- Dr. Alexander Nein
- Northwest Center for Aesthetics Plastic Surgery
- Hamilton Surgical Arts
- Elysian Plastic Surgery
- Pacifica Center for Plastic Surgery
- Aesthetic Dermatology
- Burick Center for Health & Wellness