

Caroline Leger

MARKETING DIRECTOR



CONTACT

860-899-6419

carolineleger@live.com

Glastonbury, CT

bycarolineleger.com

EDUCATION

Bachelor of Commerce

Concordia University / Montréal, QC

2008

DEC in Communications

CEGEP André-Laurendeau / Lasalle, QC

2004

PROFESSIONAL SUMMARY

- Award-winning marketing professional with 10+ years experience leading strategic, ROI-based marketing initiatives within B2B and B2C markets.
- Deep understanding of integrated marketing strategy and communication plan execution.
- Combines strategic and tactical approach to drive multiple priorities in a fast-paced environment
- Employs a cross-functional model to help department leaders meet their objectives through creative solutions and thought partnerships.
- Passionate team leader who builds consensus while driving results.
- Strong understanding of the technical side of marketing with ability to learn new systems quickly.
- Highly focused on process improvement with strong problem-solving skills.

WORK EXPERIENCE

MARKETING DIRECTOR, 2020-PRESENT

SR. MARKETING MANAGER, 2018-2019

MARKETING MANAGER, 2017-2018

MARCOMM & EVENTS SPECIALIST, 2016-2017

Jefferson Radiology / Hartford, CT / 2016-Present

Responsible for driving integrated advertising campaigns, building awareness of the Jefferson Radiology brand, maintaining a robust digital media presence, and overseeing upwards of 50 events throughout the year. Lead the creative team to build innovative and cost-effective marketing campaigns with direct and measurable ROI - all with a focus on growing the practice's key modalities.

Accomplishments include:

- Created and managed marketing plans that resulted in a 3-8% year-over-year growth in imaging procedures. Grew social media following by 15% year-over-year.
- Strategically led a full brand redesign including website, collateral, visual elements, photography, videography, and brand voice.
- Created and executed fully integrated marketing campaigns using television, radio, social media, direct mail, digital display, and out-of-home advertising.
- Elevated the practice's brand and marketing strategy through omni-channel marketing, message consistency, and user experience design.
- Led the digital strategy to improve SEO, drive effective SEM campaigns, and publish meaningful display ads with a 1%+ click-through rate.
- Supported HR and functional leads with strategic recruiting campaigns
- Grew internal and external stakeholder support of the marketing department by engaging functional leaders and the executive team with a collaborative, data-driven approach to content. Leveraged 3rd party research to improve messaging and design.
- Developed criteria in Power BI to track performance of marketing strategies; implemented process improvements based on analytics.

TACTICAL SKILLS

- Social Media Marketing
- Digital Marketing
- Copywriting
- Media Relations & PR
- Website Design & Wordpress CMS
- Google Analytics & AdWords
- Video & Photography
- Adobe Creative Suite
- Salesforce Administrator
- Power BI Administrator
- Budgeting & Reporting

NOTABLE AWARDS

HEALTHCARE ADVERTISING AWARD
Special Event Marketing / Gold / 2022

COMMUNICATOR AWARDS
Video Excellence / 2021

ASTER AWARD
Radio Campaign / Gold / 2020

RBMA QUEST AWARD
Best Patient Marketing / 1st Place / 2019

ASTER AWARD
Best Social Media Campaign / Gold / 2019

SERVICE INDUSTRY ADVER. AWARD
New Website Design / Gold / 2019

ASTER AWARDS
Total Advertising Campaign / Gold / 2018

HEALTHCARE ADVERTISING AWARD
Digital Marketing Program / Gold / 2018

RBMA QUEST AWARD
Physician Marketing / 1st Place / 2017

WORK EXPERIENCE

MARKETING CONSULTANT, 2014-2015

MARKETING COORDINATOR, 2013

Jewish Federation of Greater Hartford / Bloomfield, CT

- Developed web content, created compelling advertisements, assisted in press releases, developed community newsletters and calendars, and drove social media campaigns.
- Created marketing materials and developed content for various high visibility events, as well as support all other departments in their marketing efforts.

MARKETING ASSISTANT, 2012-2013

ELLE Design Studio / Chester, CT

- Developed and implemented external communication strategies and materials for website, blog, social media pages, digital, and print.
- Implemented various project management tools, including automated status updating to optimize client proposals and follow-up.
- Made recommendations on and organized community events to drive foot traffic into the studio and increase design consult revenue.

[IMMIGRATION PROCESS TO UNITED STATES, 2011-2012]

Permanent Residency granted in 2012

CHANGE MANAGER, SAP IMPLEMENTATION 2009-2010

HR ADMINISTRATOR, 2008-2009

HR ASSISTANT 2008

Anheuser-Busch INBEV / Montreal, QC & Toronto ON

- Led a change management team and managed training efforts for a zone-wide SAP system implementation across Canada, USA & Brazil.
- Acted as a change agent across multiple areas of business to facilitate user adoption and drive a culture of teamwork.
- Drive company-wide communication efforts for the system changeover.

INTERESTS



Design



Cycling



Woodworking



Astrophysics



Remodeling