

CAROLINE LEGER

MARKETING LEADER



Glastonbury, CT



860-899-6419



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www.bycarolineleger.com



Accomplished and award-winning marketing professional with experience leading strategic, ROI-based marketing initiatives within B2B and B2C markets. Ability to help cross-functional leaders meet their objectives through comprehensive and thoughtful marketing and communications solutions. Collaborative and data-driven business leader committed to creating value through innovative content and design.

EXPERTISE

- Marketing Strategy
- Campaign Planning
- Data Visualization & Analysis
- Integrated Marketing
- User Experience Design
- Cross-Functional Collaboration
- Copywriting
- Collateral Design
- Systems Thinker

EDUCATION

Bachelor of Commerce

Concordia University / Montréal, QC

2008

DEC in Communications

CEGEP André-Laurendeau / Lasalle, QC

2004

WORK EXPERIENCE

DIRECTOR, MARKETING, 2020-PRESENT

SR. MANAGER, MARKETING, 2018-2019

MANAGER, MARKETING, 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.

- Created and managed marketing plans that resulted in a 3-8% year-over-year growth in imaging procedures. Executed mammography campaigns that drove the highest volume on record between October 2017 through 2019.
- Elevated the practice's brand and marketing strategy by integrating advertising efforts across platforms and creating relatable content through user experience design.
- Improved internal and external stakeholder support by engaging functional leaders and the executive team with a collaborative, data driven approach to content.
- Developed criteria by which to monitor and track performance of marketing and communications strategies, perform regular marketing analytics.
- Optimized advertising and campaign budget development and tracking.
- Strategically led a full brand redesign including website, collateral, visual elements, photography, videography, and brand voice.
- Report directly to executive level leadership; responsible for board level presentations and KPIs.

NOTABLE AWARDS

HEALTHCARE ADVERTISING AWARD

TV Advertising Series / Gold / 2020

ASTER AWARD

Radio Campaign / Gold / 2020

SERVICE INDUSTRY ADVER. AWARD

COVID Campaign / Silver / 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

TACTICAL SKILLS

- Budgeting & Reporting
- Digital Marketing
- Copywriting
- Design & Typography
- Website Design & Wordpress CMS
- Google Analytics & AdWords
- Video & Photography
- Adobe Creative Suite
- Salesforce Administrator
- Power BI Administrator
- French - Native Proficiency

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.

[IMMIGRATION PROCESS TO UNITED STATES, 2011-2012]

Permanent Residency granted in 2012

CHANGE MANAGER, SAP IMPLEMENTATION 2009-2010

HR ADMINISTRATOR, 2008-2009

Anheuser-Busch INBEV / Montreal, QC & Toronto, ON

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

REFERENCES

Erum Randhawa

AVP, Accounting

HSB

860-306-5607

Erum_Randhawa@hsb.com

Rod Neaveill

Sr. Director of Marketing

Jefferson Radiology

571-296-0701

Rodneaveill@gmail.com

INTERESTS



Design



Cycling



Woodworking



Astrophysics



Remodeling