




MARTHA MARANZANI

Engagement Strategist delivering effective content and digital strategies that build powerful brands

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PROFESSIONAL SUMMARY

- **Executive-level content and digital engagement strategist and publishing leader** with over 15 years of experience overseeing the design, development, and deployment of quality content and engagement strategies
- **Possesses strong knowledge of the competitive digital content landscape** and skilled in delivering content across a broad range of channels including **web, print, and social media**
- **Healthcare marketing thought leader** and expert with published articles in a variety of industry publications including *PharmaVoice* and *Medical Marketing and Media*
- **Transformational leader** able to establish team-based work cultures that encourage inspired creative output

PROFESSIONAL EXPERIENCE

SVP, Engagement Strategy, Ogilvy Health (formerly Ogilvy Commonhealth Worldwide) Parsippany, NJ; 10/2018 – present

Identifies and articulates **big picture visions for content and communications strategies** for clients across **patient and healthcare professional audiences** and a **wide range of therapeutic areas** to create relevant, valuable experiences for healthcare and pharmaceutical brands. **Provides clients with innovative strategies** that span **digital, social, mobile, and traditional media** by bringing together creativity and data to create compelling personal experiences that grow the clients' business.

- **Executive leadership**- Creates business strategies and drives execution. Effectively motivates and mobilizes teams to increase productivity.
- **Strategy development**- Orchestrates the development of strategic plans that reflect a brand's business strategies, to advance market share/penetration and achieve profitable growth.
- **Organizational development**- Builds, leads, and grows high-performing teams. Develops and galvanizes human capital to achieve organizational synergies.
- Positioned organization as a **leader in voice applications** in the healthcare space via Amazon Alexa and Google Home technology.
- Advanced organizational content capabilities in **digital, 3D, augmented reality and virtual reality**.
- Member of **SPIRIT and Women's Leadership Professional Network**, advancing professional development for women within the organization and as a **leadership mentor in the Chrysalis mentorship program**.

VP, Content Strategy, Ogilvy Commonhealth Worldwide

Parsippany, NJ; 5/2015 – 10/2018

Responsible for **understanding, planning, and governance of content for digital marketing channels for healthcare provider and consumer audiences in the healthcare marketing space**. Planned and created content for multiple platforms at once, based on client objectives. Analyzed digital content tactics from clients and competitors. **Recommended new marketing opportunities based on emerging digital channels**. Lead a

department of up to 4 content strategists to craft effective content strategy offerings/tools/processes to help OCHWW innovate for our clients in the pharmaceutical and health and wellness space.

- **Doubled the size of the department** in agency in 2 years, growing the division from a non-existent status to a critical aspect of strategic operations.
- **Positioned organization as a leader in voice applications in the healthcare space** via Amazon Alexa and Google Home technology.
- **Collaborated with analytics team** to create measurement plans for content and user engagement
- Deployed content for multiple platforms, including websites, mobile, social media, and gaming.
- **Social Media channel experience** includes Facebook, Instagram, Twitter, and LinkedIn, as well as healthcare professional channels.

Additional role:

Senior Content Strategist, 3/2012-5/2015

Editor in Chief, World Trade 100, BNP Media

Wharton, NJ; 8/2011 - 3/2012

Editor in Chief, Mobile Enterprise, BNP Media

Randolph, NJ; 7/2010 - 7/2011

Editor in Chief, R&D Magazine, Advantage Business Media

Rockaway, NJ; 7/2008 - 3/2009

Oversaw the content strategy and publication of each magazine. Worked with the publisher to determine and execute the editorial content of each issue. **Managed each publication's online presence**, which included websites, e-newsletters, iPad apps, web seminars, podcasts, blogs, and social media via LinkedIn. Researched and developed story ideas. Assigned and worked with staff and non-staff writers for features, departments, and columns. Served as a collaborative partner with the publisher to help position the publication properly in the market while meeting budget and augmenting revenue streams.

FORMAL EDUCATION

Master of Science, Physics - University of Alabama in Huntsville

Huntsville, AL

- Graduate Dean's List

Bachelor of Science, Mathematics and Bachelor of Science, Physics - Miami University

Oxford, OH

- Cum Laude
- Dean's List

LEADERSHIP COMPETENCIES & SKILLS

- Content strategy
- Digital engagement strategy
- Healthcare marketing
- Content development
- Content marketing
- Social media
- SEO and SEM
- User experience
- Thought leadership
- Microsoft Office Suite
- Amazon Alexa
- Google Home