

JULIA HEALEY

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Marketing Management • Experiential Marketer • Brand Management

Results-oriented events centric marketing director with a proven track record in crafting and executing holistic strategies across diverse sectors. A strategic thinker with strong communication skills, adept at translating business goals into clear objectives and tactics by offering a creative and innovative approach to branding, and omni channel marketing strategy and execution. Recognized for building and leading high performing teams, excelling in strategy development, stakeholder management, workflow establishment, and capacity planning. A strong collaborator and facilitator, able to drive cross-functional collaboration and deliver impactful outcomes both in person and remotely. Innately driven to build from the ground up, thrives on taking risks and accepting challenges and possesses a keen ability to think outside the box. Proven success in increasing MQLs, boosting website traffic, and driving significant engagement, combined with a sharp eye for detail and budget management.

PROFESSIONAL WORK EXPERIENCE

ETHOS VETERINARY HEALTH

Marketing Manager, Field Marketing

Remote
3/2024-Present

Spearheading the comprehensive marketing initiatives for specialty and emergency animal hospitals, collaborating with internal stakeholders to craft strategic plans integrating traditional and digital approaches, enhancing brand awareness, facilitating site expansion, managing online reputation, and ensuring effective communication with both consumer and business audiences.

- Partner with field operations and hospital directors to understand business objectives and create strategic marketing plans that contribute to success and achievement of said objectives.
- Create 6–12-month multi-channel marketing plans for assigned hospitals (Boston West Veterinary Emergency & Specialty, Massachusetts Veterinary Referral Hospital, Bulger Veterinary Hospital, Port City Veterinary Referral Hospital, Veterinary Urgent Care – Nashua & Veterinary Urgent Care-Station Landing) steeped in data and aligned to the overall needs and objectives set forth.
- Develop and implement marketing programs and activities, working closely with hospital leadership and the local hospital team to drive referrals from local veterinarians, increase consideration and awareness of hospitals, and educate referring veterinarians and clients about services offered.
- Develop marketing materials and content for offline and online communications including but not limited to digital ads, streaming ads, PPC, Streaming Ads, Display Ads, SEO, brochures, merchandise, flyers, content calendars, social media, email, and websites.
- Manage assigned hospitals social properties and online reputation including partnering to curate content, optimize paid and organic posts and respond to customer comments and concerns.
- Serve as primary marketing POC for the hospitals and respond to all marketing support needs.
- Analyze performance across marketing channels, monitor competition, and track performance against marketing and business goals to measure impact and improve campaign effectiveness and opportunities.
- Manage marketing budgets and spending for all hospitals in portfolio.
- Handle all graphic design, photography, videography, and design work for hospitals.
- Develop, write and distribute medical case studies alongside surgical teams, specialists and hospitalists.

SINGLE DIGITS, INC.

Director of Marketing

Remote
7/2021 – 1/2024

Championed the organization's multi-tiered marketing strategy by successfully streamlining event planning, reporting, and omni channel marketing efforts from the ground up.

- Spearheaded the successful overhaul, redesign, and rebranding of the organization, largely through events & experiential campaigns, which increased MQL's by 38%, scaled website traffic by 287%, drove LinkedIn traffic by 300%, and boosted engagement by 426%.
- Established strategic partnerships with agencies and freelancers, resulting in a 300% increase in website traffic, a 286% increase in LinkedIn and Social Engagement, and a 38% increase in inbound leads.
- Instrumental in designing and launching the RFP response program, generating over \$3.2M+ in sales.
- Proficient in budget analysis and maintenance, effectively managing a diverse portfolio of events across hospitality, senior living, student housing and multifamily residential.
- Actively identified and resolved a trademarking issue that was missed by the former CMO, which saved the company from potential infringement litigation.
 - Spearheaded the initiative to rename and re-trademark the in-house PlatformONE solution to The Connected Life Platform™.

- Established strong partnerships with industry-leading agencies, vendors, and key stakeholders across verticals, ensuring meticulous tracking of membership benefits and ROI.
- Orchestrated impactful internal events, ranging from SKO and employee appreciation gatherings to recruitment initiatives cross vertical and with key stakeholder initiatives.
- Served as global head of events owning the full event planning and management process and serving as the onsite lead at all tradeshows, conventions and off-site events including: HubSpot INBOUND, Dreamforce, CES, OPTECH, HITEC, The Hospitality Show, IMEX, AAHOA, and more.
- Developed a comprehensive event roadmap for 2023 and beyond, including round tables, in-house conventions, think tanks, client appreciation events, and team-building endeavors.
 - Redesigned and produced new booth configurations (10 x 20, 20 x 20, and 10 x 10 layouts), enhancing the company's modern image and branding.
- Pivotal role in onboarding a new gifting and sending solution, crafting battlecards, pitch decks, and stakeholder programming for seamless integration.
- Managed substantial national and international travel, fostering crucial relationships, and amplifying the impact of events, meetings, and tradeshows.
- Assumed leadership of the marketing department in October 2022, engineering a comprehensive marketing and rebranding strategy for 2023 and beyond.
- Led the initiative, onboarding, and management of HubSpot for both Marketing Automation and Sales Engagement.

NORTHGATE RESORTS

Milton, NH

Interim General Manager (GM) & Project Manager

11/2020 – 7/2021

Chosen to serve as the General Manager and Project Manager at Lakes Region Jellystone in Milton, NH, overseeing day-to-day off-season and in-season operations.

- Led a team of 5 managers and coordinated efforts of over 30 daily staff and seasonal employees to direct the ongoing management of the facility's brand development and park expansion, representing the organization in front of town planning and zoning boards.
- Advocated for site expansion and advised on projects in other parks within the portfolio, ensuring cohesive management across locations.
 - Successfully revitalized catering operations, including a complete redesign of food truck aesthetics and menus for the 2021 season.
- Managed significant CAPEX projects, such as creating a mini-golf course, pool/cabanas, and cabin redesign.
- Contributed to both internal and client-facing events, emphasizing design, relationship building, and strategic marketing.
- Crafted roadmaps for future event programming and led stakeholder meetings, which resulted in establishing successful partnerships with media and Jellystone Franchise Services.

HAY CREEK HOTELS

Wolfeboro, NH

Director of Sales & Marketing

9/2019 – 9/2020

Directed comprehensive sales and marketing initiatives at The Wolfeboro Inn, a distinguished 44-bed lakeside property on Lake Winnepesaukee.

- Orchestrated events across 4 locations on the premises, fostering collaboration and partnerships with various stakeholders.
 - Demonstrated adaptability and resilience by successfully retaining and securing over \$500,000+ in wedding and social event sales.
- Collaborated extensively with Destination Management Companies (DMCs), tourism agencies, chambers of commerce, corporate entities, social groups, and wedding clientele.
- Conceptualized and executed content development and management across multiple marketing channels, including social media, marketing advertisements, and website enhancements.
- Orchestrated impactful in-house events, including the annual murder mystery weekend, fire and ice festival, oddities and curiosities festival, as well as live comedy and performance events.

SODEXO

Biddeford, ME

Director of Catering & Events

9/2018 – 9/2019

Supported the University of New England in Biddeford and Portland to lead the comprehensive event designing and planning, spanning menu development and event setup for diverse campus, client, and community events.

- Oversaw the catering revenue that exceeded \$2.5M+, ensuring a seamless transition for a new catering company.
 - Recognized for demonstrating meticulous execution for spearheading strategic revenue growth.
- Oversaw the management of third-party vendors, staffing agencies, and ancillary services, which resulted in implementing a new catering platform with successful training, customer demos, and customization.
- Directed on-campus and account-wide marketing while overseeing all performance management, training, and development of 2 marketing professionals.

SCRATCH MUSIC GROUP, INC.**Director of Events & Marketing**

New York, NY

3/2016 – 8/2018

Responsible for establishing and maintaining strategic relationships with Corporate, DMC, and Hospitality clients, utilizing expertise to identify and fulfill entertainment and event needs, and elevating events to new levels of distinction.

- Oversaw the entire event lifecycle, from ideation and meticulous planning to seamless execution of diverse events, including team-building activities, holiday celebrations, employee engagement initiatives, and gala-style affairs.
- Collaborated with venues to coordinate unparalleled talent experiences for client events and on-site event planning.
- Specialized in curating customized event packages tailored to specific needs, incorporating innovative offerings such as Video DJs, Performance DJs, Spin Art, Silent Disco, and more.
- Drew from expertise in Corporate Business, Hospitality Management, Sports Entertainment, Finance, Healthcare, and Higher Education to cultivate a multifaceted acumen for orchestrating various event types.
- Led full event planning and management responsibilities, including facilitating travel arrangements, participating in site visits and meetings to assess logistical needs, and utilizing cutting-edge CRM systems.
- Demonstrated leadership by supervising team interns, delegating tasks, and actively contributing to in-house event planning processes and culture enrichment initiatives.

Healey Events & Experiential**Fractional Marketing Director & Owner**

Remote

2008-Present

Fractional Marketing & Event Strategist specialized in experiential marketing and business event consulting. With a proven track record in crafting unforgettable brand experiences and optimizing event strategies. Healey Events & Experiential is the go-to expert in elevating brand presence.

- Agency clients include Senior Living Communities, Healthcare, Hospitality Brands, Luxury Goods & Services, Retail Clients, Food & Beverage Clients, Insurance Agencies, Financial Service Providers, Technology Providers, Multi Family Communities & Developers and Marine Services.
- Client List available upon request

RELEVANT COMPETENCIES

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| ● Strategic Marketing | ● Event Planning | ● Google Ads/Google Analytics |
| ● Team Building | ● Persona Research | ● HubSpot, Marketo, Pardot |
| ● Brand Development | ● Public Relations | ● AudioGo, Spotify Ad Studio |
| ● Digital Marketing | ● Budget Management | ● SproutSocial, HootSuite |
| ● Rebranding Strategy | ● Communications Strategy | ● Looker |
| ● Social Media Management | ● Copywriting | |
| ● Product Marketing | ● Product Management | |

EDUCATION**Master's Certificate, Product Marketing & Project Management****Bachelor's Degree, Communications & Media Studies**

Cornell University

University of Maine