



Personal Data

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Email
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Website
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Social Media

LinkedIn
www.linkedin.com/in/markjenks

Key Skills/Strengths

- » MarCom Management
- » Strategy/Business Dev
- » Web Marketing Strategy
- » SEO/SEM/GA
- » Social Media Marketing
- » Event Management
- » Advertising & Branding
- » Project Management
- » Marketing Collateral Dev
- » Design and Art Direction
- » Email Marketing
- » MarTech Strategy

Applications

Microsoft
Word, Excel, PowerPoint, Outlook, Visio, Project
Excellent ■■■■■■

Adobe Creative Suite
Acrobat Pro, Illustrator, Photoshop, Premiere, InDesign
Very Good ■■■■□

Web CMS
WordPress, SiteCore, AEM, EpiServer, Sharepoint
Very Good ■■■■□

Other Platforms
Salesforce, MS Teams, Eloqua, Marketo, Showpad
Excellent ■■■■■■

Experience

Tactile Medical | Minneapolis, MN 2021 - Present
Sr. Marketing Communications Manager

Strategic lead for all MarCom related activities for brand and digital development, process improvement and navigating to the next phase of the business maturity process. Including: MarTech strategy, brand and MarCom management, digital marketing, content strategy and development

- » **Drive Awareness and Grow Channels:** Manage editorial calendar for awareness campaign email sends - Vascular and Oncology nurturing through educational webinars and promotional messages. Includes marketing growth strategy, content development and targeting in Eloqua
- » **Process and Automation:** Lead the process improvement and development for the marketing automation platform (Eloqua) – list segmentation, email and landing page templates and lead scoring to drive better conversions based on Marketing KPIs; average quarterly segment ROI = 43%
- » **MarTech Lead:** Marketing lead for the launch of NetSuite (CRM) and transitioning legacy applications and data into the new tech ecosystem – building and connecting the applications for efficiency through an API driven by Contentful
- » **Collateral Development and Product Launches:** Serve as the senior lead to Marketing for product launches or content refreshes managing internal and external resources

Coloplast Corp (Wound & Skin Care Division) | Minneapolis, MN 2018 – 2021
Sr. Marketing Communications Manager

Delivered strategy, leadership, and management of all Marketing-Communications activities for the Wound & Skin Care (WSC) division. Oversight included internal meetings and communications, advertising, conferences, web marketing, and MarTech stack. Execute and manage a yearly Marketing budget of \$1.5 million.

- » **Internal Meetings:** Produced the annual North American Sales Meetings (120+ ppl and \$350k budget). Most recent event: newsroom-style virtual sales meeting to a viewing audience of 200 with COVID-safe protocol and full production crew - including authoring a 3-day script cue-to-cue
- » **Advertising and Digital Marketing:** Developed the product campaign web strategy from the ground up while developing growth strategies to drive leads to sales - ROI growth of 64%. Set advertising strategy and develop yearly media plan for the WSC business to support division objectives.
- » **Marketing Technology:** Led the strategy and implementation to a broader digital footprint with the launch of Salesforce CRM, Marketo, and Showpad to drive better visibility of results. Cut inventory of printed materials by 65%, saving \$100k per year, while establishing lead scoring/reporting model
- » **Process & Automation:** Set the strategy for marketing campaign ROI by establishing the funnel through a two-pronged approach: *Working and Feeding the Funnel*. Consisted of launching Marketo and integrating with Salesforce to establish campaign tracking and automating tasks.

Nuwellis, Inc. (Formerly Sunshine Heart) | Eden Prairie, MN 2015 – 2018
Marketing Communications Manager

Managed the strategy and operations for all Marketing-Communications activities surrounding the clinical trials COUNTER-HF and OPTIONS-HF for U.S. and Europe. In 2017/18, rebranded the company to a commercial based operation.

- » **Corporate Branding Initiative:** website redesign, marketing and product collateral/labeling, booth graphics design, and event management
- » **Sales support:** Worked closely with VP of Sales to build territory strategy upon commercialization. Produced all sales training materials (print and digital) and other related selling materials, as well as high-profile pieces including company, product, and investor related presentations
- » **Lead Creative Development:** Design and copywriting for full set of collateral materials, web properties, clinical assets, annual reports and event booth designs supporting the clinical trials, internal sales, and participating hospitals (refer to web portfolio)
- » **Clinical Trial Outreach:** Manage all recruitment efforts for both US and European clinical trials; including web marketing efforts for lead generation related to geo-targeting/PPC, SEO and Analytics

MarkJenks

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Adobe Creative Suite
Acrobat Pro, Illustrator,
Photoshop, Premiere,
InDesign

Very Good ☒ ☒ ☒ ☒ ☐

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WordPress, SiteCore, AEM,
EpiServer, Sharepoint

Very Good ☒ ☒ ☒ ☒ ☐

Other Platforms
Salesforce, MS Teams,
Eloqua, Marketo, Showpad

Excellent ☒ ☒ ☒ ☒ ☒

Experience (continued)

Aerosim (Now L3 Technologies) | Burnsville, MN 2010 – 2015
Marketing Manager

Responsible for the definition, creation, and governance of the Aerosim & Aerosim Flight Academy brands with respect to all marketing and communications activities – providing leadership and development to a team of five.

- » **Budget Management:** Successfully managed and optimized a \$750k annual budget consisting of marketing campaigns for Aerosim Technologies, Training Solutions, and Flight Academy
- » **Online Marketing Overhaul:** Global web redesign plan, lead generation model (Reach, Engage, Convert), SEM oversight, establish social media platforms and site analytics/reporting
- » **Brand Definition and Implementation:** Conducted market and brand research for all brands. Then, wrote the story, developed standards and guidelines, and established opportunities for the business
- » **Marketing Materials:** Produced all Aerosim materials in-house from fact sheets and brochures to customer spotlights, advertorials, websites, and tradeshow materials (refer to web portfolio)
- » **Aerosim Flight Academy:** Increased site traffic from 10k to 50k visitors/mo. and increased qualified leads from 80 to 500/month through a site redesign, targeted landing pages, SEM, strong social media presence, heavy nurturing campaign, and targeted event campaigns. Helped grow annual flight academy revenue by 84% from 2012 to 2014.

St. Jude Medical (now Abbott) | Little Canada, MN 2005 – 2010

- » **Global Web Marketing Manager** – Global Brand & Marketing
Responsible for the strategy and management of all digital marketing activities within the Cardiovascular division. Including the creation of go-to-market strategies that drove growth for the business. Also, served as the lead to the design and re-architecture of SJMprofessional.com.
- » **Sr. Communications Specialist** – Cardiovascular Division
Responsible for the management of all digital marketing and communications activities within the Cardiovascular Division. Key digital marketer that help form the corporate Global MarCom group.
- » **Communications Specialist** – Cardiology Division
Responsible for the management of product launches, file management, tradeshow planning, and online activities.

Target Corporation | Minneapolis, MN 2003 – 2005

- » **Creative Services Manager**
Responsible for the account and project management of Target.com sitelets and micro-sitelets based on client's project request. Projects included: Shaun White, Method, Target Racing, and more

MRM//McCann Agencies | Minneapolis, MN 2000 – 2003

- » **Digital Project Manager** - Zentropy Partners
Responsible for agency account and project management support to creative, information architecture, media, design and tech development departments for various web based projects based on client needs
- » **Account Executive** - Campbell Mithun (Clients: KeyBank, H&R Block)
Upon graduation, I started my career as an Assistant Account Executive during a high-growth period for the agency and was promoted to an Account Executive until 9/11. Responsible for account service management support to creative, media, digital arts and traffic departments for print, television, radio and direct mail advertising.

Education

- » **BS, University of Wisconsin @ La Crosse - La Crosse, WI** 1995 – 1999
Major: Marketing (Sales & Promotions track)
Minor: Public Relations