



CHARLENE SMITH-MCCAW

MARKETING/COMMUNICATIONS

SUMMARY

Accomplished professional skilled in **strategic development yet grounded in tactical execution**. Seeking opportunities to **simplify complex and regulated healthcare, pharma/life sciences, IT or financial information**. Passion for high-quality, high-impact delivery, with proven strengths across **various formats**, audiences, organizational levels and geographies. Exceptional **project management**, simultaneously moving multiple projects forward and meeting tight deadlines. Excellent working in dynamic, **fast-paced corporate, non-profit, start-up or agency** environments with a variety of budgets, timelines and resources.

CONTACT

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EDUCATION

MBA, Marketing Concentration, Temple University, Philadelphia, PA

Certificate, Marketing Communications, University of Pennsylvania, Philadelphia, PA

BS, Journalism/Public Relations, West Virginia University, Morgantown, WV

PROFESSIONAL EXPERIENCE

CHARLENE SMITH-MCCAW CONSULTING

2000 – Present

Marketing Communications Consultant, Content Manager, Copywriter

Select Clients: Rebound, IQVIA (IMS), CIGNA, Clario (ERT), Guardian Research Network, Accolade, Fallon Community Health Plan, Baxter, Bayada, Unisys, FIS Global, Xybion, SEI, Campbells, CompuCom, Techadox, TGaS Advisors

- **Delivered content on time and within budget from concept to completion** (web, email, fact sheets, newsletters, press releases, social content, etc.), contributed through copywriting, proofreading and design management, aligned with voice, tone and style; ensured accuracy, relevance and brand consistency in regulation, approvals and visual elements.
- **Developed successful integrated cross-channel Marketing plans and campaigns** aligned with financial strategies, business objectives, sales enablement and customer insights; measured KPIs, developed presentations and drove multiple positive results.
- **Doubled website traffic** by revising navigation, enhancing content and refining SEO; initiated, drafted and/or finalized content to ensure consistency and best practice use while implementing recommendations to improve organic search (<https://www.guardianresearch.org>).
- **Created/orchestrated email marketing and social media** strategies and messaging, resulting in 10% to 30% open rates and improved click-throughs; advanced organic, paid and earned posts.
- **Implemented segmentation, targeting and automated deployment** that revitalized awareness globally; collaborated with experts, crafted content and provided training on thought leadership, sales and microsite (<https://precisionperformance.iqvia.com>).
- **Collaborated closely with sales functions, business lines and product** teams to stay current, address market dynamics, define concepts and build strategies; adapted to shifting priorities and managed vendors and budgets.
- **Engaged with leadership, interviewed experts, monitored analytics and performance**, tracked competition, analyzed industry trends and conducted research and incorporated insights into initiatives.
- **Authored/proofed internal and organizational change communications**, including realignments, processes, remote work, training, benefits, diversity, community service, onboarding, sales comp, performance, etc.
- **Implemented 20+ annual industry events** and conferences, overseeing strategy, booth design, sponsorships, ads, social media, collateral, media relations, team communication, lead capture and follow-up.

BENEFITS ACCESS INC., A CIGNA Company

Feb 1996 – Dec 1999

Assistant Vice President, Marketing & Communications Consulting

- Designed and developed department rapidly, taking ideas to deliverables in six months.
- Increased revenue to nearly \$8 million by third year; secured 20 clients and 100,000+ employee consumers.
- Managed/coached 15 people, vendors and \$1 million+ budget.
- Directed functions, e.g., market research, competitor tracking, sales analysis, RFP/proposals, communications and more.
- Led market approach, initiated segmentation research and implementation.

WORK SKILLS

Digital copywriting/content, e.g., websites, landing pages, social media, eBooks, podcasts, blogs, internal platforms

Print copywriting/content, e.g., thought leadership, bylines, case studies, fact sheets, video scripts, newsletters, ads, reports, articles

Designer management, infographic and graphic development, Canva design

Newsletters and/or news releases; planning, writing, editing, management

Marketing or Communication Plans; annual and tactical

Email/social media campaigns; planning, writing, management

Brand-building, GTM and sales support

Event marketing, webinars, internal/external presentations development

Executive coordination & message development, internal communications

Program planning/**project management**

SOFT SKILLS

- Domestic and global
- Self-directed, self-managed
- Creative, quick-study, intuitive thinker
- Adaptable, versatile, innovative
- Collaborator, team worker
- Detail and deadline-oriented
- Organized, ability to prioritize
- Dependable, disciplined

PROFICIENCIES

- Microsoft Office suite, Smartsheet, SharePoint
- Automation and customer relationship management systems (CRMs), i.e., Salesforce, HubSpot, Eloqua
- Web content management systems (CMS), including WordPress, Weebly, GoDaddy
- AI – Grammarly, DraftSmith, ChatGPT, Adobe, proprietary
- Design fundamentals – PPT, Canva, Adobe

PROFESSIONAL EXPERIENCE (CONT.)

- Set up sales process, worked with cross-functional team and established prospect flow.
- Originated Consulting & Fulfillment Services to address clients' internal needs for integrated communications from healthcare to retirement benefits. Set pricing, service structure and requirements.
- Generated 97%+ customer satisfaction through high-quality integrated communications.

CIGNA Group Insurance Division Oct 1995 – Feb 1996
Marketing Department Head, Managed Disability

- Led 10-person department and market direction/services to growing business line, including market research, product development, acquisition/retention, producer management and communications.

CIGNA Group Insurance Division Jan 1995 – Feb 1996
Director, Marketing Communications, Managed Disability

- Executed rigorous market analysis and competitive assessments to refine new messaging and positioning; insights informed strategic adjustments, increased brand recognition and resulted in comprehensive managed disability position.
- Initiated and delivered interactive sales tool on new positioning, prepared supporting communications and conducted sales training.

CIGNA Group Insurance Division Jan 1994 – Jan 1995
Assistant Director, Marketing Communications, Central Marketing

- Directed marketing communications, consulted on creation/production of materials for distribution channels, clients and employees.
- Initiated research/measurement for collateral, quantifying communications methods/priorities and improving message delivery.

CIGNA INTERNATIONAL Aug 1991 – Jan 1994
Marketing Communications Specialist

- Managed marketing programs throughout 53 countries.
- Directed products, introducing 15 new property & casualty products launched in Europe, Asia and Latin America.
- Implemented copy strategies, language translations, graphics and budgets.

WESTMORELAND COAL COMPANY Aug 1986 – Jul 1991
Assistant Director Corporate Communications/Publications Managing Editor

- Assisted with internal/external communications for Fortune 500 coal mining and marketing company.
- Produced shareholder communications and annual reports.
- Supported media relations and crisis communication.
- Managed corporate publications, including writing, research, photography, layout/design and production. Contributed as writer/editor to local publications.
- Revamped existing collateral and introduced new publishing methods.

HOBBIES, INTERESTS, VOLUNTEERING

Music: Pianist, choir, cantor at church

Books/Reading, Podcasts: *Thrillers* e.g. Flynn, Baldacci, Greaney, Taylor, Child, Patterson, Connelly; *History and Historical Fiction*, e.g. Gabaldon, Gregory, History Chicks, History that Doesn't, Even the Royals

Other: Puzzles, Trivia, Movies, Gardening