



# Lauren Goldovich

program manager

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Program Strategy • Client Services • Project Management

## PROFILE

Performance-driven Program Manager with demonstrated success **transforming and executing** world-class captivating projects. Programs include digital media and Out-of-Home campaigns, complex exhibits for global congresses, conventions, tradeshows and experiential activations. Extensive experience devising multimillion-dollar contracts and executing high-profile campaigns for the Pharmaceutical, Biotech, Healthcare, Technology, Manufacturing, and Tourism industries. **Leveraging cross – functional industry relationships** to champion as a **consultative liaison** between clients, stakeholders, creative teams, design agencies and vendors to shepherd client's key messaging and objectives. Click [HERE](#) for Featured Work. (Password: Goldovich22)

## EXPERTISE & CERTIFICATIONS

- Creative Direction/Vision
- Vendor Management
- Budgeting & Planning
- Design & Production
- Integrated Marketing
- Contract Negotiations
- Brand/Product Awareness
- Team Management

• Trade Desk - Edge Academy Certified - Digital Marketing Foundations & Data Driven Planning - 2020

• Cvent Certified – Virtual Events & Hybrid Events - 2021

## PROFESSIONAL

### CMI Media Group | KOP, PA (Doylestown, PA Remote)

#### Senior Media Planner

May 2021 – Current

Leads and manages teams to develop and deploy client's \$3M - \$18M paid media, SEM, SEO, Programmatic, Paid Social digital multi-channel, multi-segment strategic and tactical media programs with an emphasis on audience analysis for pharmaceutical client's programs for Otsuka - Rexulti, Abilify Maintena, Jynarque. Exelixis - Cabometyx, Ardelyx - IBSRELA, BeiGene - Brukinsa

- 20% increase in above benchmark engaged visits to client's website along with reduced creative fatigue leading to a 23% increase in client's spend over a planning cycle as a direct result from amplifying brands messaging and story, trusted strategic development of creative road mapping, identifying touchpoints, facilitating aligned tactics with accurate flighting, performance data analysis and optimization recommendations, competitive analysis, authoring POV's and audience analysis
- Advocated and negotiated over \$400k of tactical investments for client during RFP and planning process which allowed for the reallocation of funds to target list impression-based high impact deep engagement tactics
- Secured \$500k scalable buy up plan for Rexulti after implementing retrenching exercise evaluating ROI's from 2021 programs and discoveries of an unmet audience and channels to help support rationale and create increase presence with the use of contextual tactics, competitive blunting and 100% SOV turnkey solutions to meet client's goals
- Developed and implemented agile style planning execution trackers that streamlined communication with cross functional teams, client, brand units and stakeholders which was adopted throughout the strategic account model team
- Liaised newly emerging highly sensitive black box drug program to launch readiness in an expedited 3-month timeframe resulting in precise deployment and tags of creatives, key functions on website from tenacious communication with the client, ad-operations, UX teams, agency partners and stakeholders
- Manages and mentors junior staff assisting in employees' onboarding, continued training, development goals and reviewing monthly utilization and productivity reports

### EMC Outdoor & Events | Newtown Square, PA (Doylestown, PA Remote)

July 2019 - April 2020

#### Experiential Specialist / Account Manager

Formalized provoking marketing programs \$20k - \$4M consisting of experiential tradeshow/congress campaigns/activations, out-of-home (OOH) location-based, person-based media campaigns and brand launches for Stryker Pharmaceuticals, Pfizer Eli Lilly, Boehringer Ingelheim, Gilead, Teva Pharmaceuticals, Tesaro, Visit Costa Rica, Visit South Dakota, Webtoon Naver Corp., Intrinsic Wine, Super Pretzel and legacy clientele.

- Generated 38% of the company's gross profit by implementing national tradeshow exhibits, event activations at SXSW and national Comic-Con conventions, brand launch parties, brand teams, location based and guerilla events
- Launched US market expansion for WebToon Naver Co, a Korean Online Publishing company, delivering custom tradeshow booth builds, offsite events around Comic-Con events. Holistic program development, show services, stakeholder partnerships, creative design, layout controls, print and digital content production, training manuals and sizzle reels

- Facilitated a 25%+ lift in measurable ad awareness through integrated targeted approach location-based marketing strategies, behavioral insights, location data, market research and digital attribution trends
- Boosted client profitability by 40%+ through tenacious vendor negotiations, cost savings conservation strategies, budget administration, strategic partnerships and meticulous updates to burn report timelines

**Impact XM | Dayton, NJ**

**October 2018 - June 2019**

**Account Manager**

Implemented marketing program budgets of \$1M for new and legacy client portfolios for annual nationwide congresses, tradeshows, meetings and experiential activations for clients such as Bayer, Getinge Group, Ascensia Diabetes Care, Ricoh, Cree Industries and Wolfspeed Industries. Developed roadmaps through data-backed planning, nurtured and collaborated with cross functional team matrix, agency partners, brand units, and stakeholders to facilitate successful execution of deliverables

- Executed Ascensia Diabetes Care multi-market program in an accelerated 3-month lead time to develop lead generation, conversion and product education through ubiquitous rebranding and reimagined booth, e-source center, experiential technology and website development
- Established client strategy and ideation sessions to diagnose needs, wireframe creatives with teams, and ensured accuracy of custom fabrications, digital services, collateral, P&L, and production burn reports

**EMC Outdoor & Events | Newtown Square, PA (Doylestown, PA Remote)**

**2017 - 2018**

**Media Coordinator / Experiential Specialist**

Produced custom static, digital and non-traditional media proposals of up to \$1M for a portfolio of clients such as Merck, Pfizer, Chobani, Marshall University, Pega Systems, and major medical industry congresses and conferences such as ASCO, ASMO, AAAAI, ASH, SGO. Led reach and customer conversion programs by holistically implemented traditional and non-traditional media solutions, digital and programmatic OOH campaigns, and attribution marketing models

- Improved Gilead Truvata drug awareness, lift and education/adoption of PrEP (pre-exposure prophylaxis) through multi-US market, 8-month media campaign initiative by identifying target audiences in identified lifestyle locations through location-based tracking and deployment of media strategies of mix of static, digital and experiential formats
- Drove full life cycle of multichannel tailored proposal grids, presentations through rapid RFP processes, market knowledge/DSPs, site scouting, forecasting market trends, analyzed budget spend and allocation, aligned team matrix, led vendor negotiations and post campaign insights

**Bountiful Gardens, LLC | Ewing, NJ**

**2015 - 2017**

**Marketing Manager**

Revitalized in-store customer volume by 110% by deploying new integrated strategies for go-to-market products, services, events, and programs which within one year and surpassed all sales goals and performance metrics. Mobilized and supervised team of 10 employees for all aspects of marketing operations, social media, website, environmental landscape design, floral design, and special events and logistics across three locations in New Jersey. Generated \$300K in additional annual revenue through spearheaded customer rewards program that engaged, drove acquisition and retention of 2,000+ new loyalty program members.

**Bray Whaler International | Flagstaff, AZ (Remote)**

**2013 - 2014**

**Project Coordinator**

Directed multimillion-dollar procurement initiatives for operating supplies and equipment (OS&E) and furniture, fixtures, and equipment (FF&E) for hotel construction and renovation projects. Managed vendor deliverables, RFPS, logistics, billing, interior, agency partners, and domestic and international furniture manufacturers to facilitate the successful opening or re-launch of exclusive properties

**Palumbo Associates Inc. | Whitehouse Station, NJ**

**2008 - 2013**

**Event Planner / Tradeshow Coordinator**

Instituted event planning and logistics for a full-service exhibit firm specializing in custom installations and modular exhibits for trade shows, corporate events and meetings across healthcare consumer products, bio pharma, non-profits and manufacturing. Managed a portfolio of high-profile non-profit and corporate clients, including Abbvie Pharmaceuticals, Chubb Insurance, Johnson & Johnson, Parkinson's Alliance, Colon Cancer Alliance, Schindler Elevator, Jalco Industries

**EDUCATION**

Bachelor of Science (BS) in Environmental Design • Delaware Valley University • Doylestown, PA