
Brenda Umana, MPH (she/her)

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Marketing Manager

6+ years of experience strategically leading marketing campaigns, driving lead conversion, and managing portfolios. Revitalized an eLearning healthcare enterprise, resulting in a 21% increase in membership sales in 12 months. Managed the go-to-market strategy for a non-profit within the field of teacher mental health yielding a 40% increase in email growth in 1 month. Bilingual: English & Spanish.

WORK EXPERIENCE

Strategic Marketing Manager • Full-time

OM Marketing Consulting • Remote

04/2020 - Present

- Develop a strategic communication framework for Acelero Learning with diversity and inclusion at the forefront during their change-management restructure.
- Managed the go-to-market strategy enhancing awareness and thought leadership within the field of teacher mental health yielding a 40% increase in email growth in 1 month, while securing paid media on CBS and Chalkbeat.
- Grew organic website traffic from 17 to 219 per month: optimize web copy and inbound marketing tactics.
- Launched 3 social media campaigns for Instagram and Facebook for eCommerce business: 600 new followers, average link clicks 2,999, Average ROAS 8.02
- Devised a highly effective sales funnel strategy featuring email automation. Average email open rate of 46.9%, an average click-through rate of 5.8%, and a conversion rate of 5%.
- Revitalized an eLearning health-focused enterprise through a comprehensive website rebranding initiative, strategic social media engagement, and targeted email marketing campaigns, resulting in a remarkable 21% increase in community membership within a single year.
- Track and measure marketing performance and insights with monthly reports to all partner clients.
- Marketing Tech: Google Drive, MS Office, Excel, Asana, Trello, Monday, Slack, Mailchimp, Drip, ConvertKit, SquareSpace, CMS WordPress, SharePoint, Canva, AdobeXD, Campaign Monitor, Active Campaign, Google Analytics GA4 Essentials, SimilarWeb, UberSuggest, Keywords Everywhere.

Community Impact Specialist

NWCY • Seattle, WA, USA

12/2018 - 06/2020

- Drove corporate wellness awareness to prospective clients by presenting 8 weekly health-focused workshops to 20+ people.
- Grew corporate leads into future clients by 30% in first 6 months.

Marketing Manager

Hello Alfred • New York, NY, USA

06/2017 - 10/2018

- Drove 54% improvement in website traffic by writing engaging SEO copy.
- Implement email drip campaigns, and work with sales to reignite sales conversations using YesWare and InfusionSoft with 23% improvement in click-through rate in 6 months.
- Designed and managed the first customer feedback research. Provided metrics to cross-functional teams while overseeing content for in-house and freelance writers directing digital content including calendar planning, copywriting, blogging, social media management, lead generation, and email marketing.

Healthcare Account Executive

BGB Group • New York, NY, USA

03/2016 - 06/2017

- Led medical client service projects up to \$1M, focused on educational content for medical professionals on the newest cancer-related therapies.
- Collaborated with Science, Creative, and Sales leads while mentoring new employees.

Associate Strategist

Genoa Healthcare • New York, NY, USA

01/2015 - 03/2016

- Worked directly with CEO and CTO to promote, maintain, and grow a telemedicine mental health start-up.
- Increased brand awareness and growth through creative mental health content and in-person events.

Health Innovation Associate | Internship

Kaiser Permanente • San Francisco, CA, USA

06/2015 - 12/2015

Bilingual Graduate Research Assistant

Columbia University Mailman School Of Public Health • New York, NY, USA

04/2013 - 05/2015

EDUCATION

Masters of Public Health in Sociomedical Sciences & Public Health Research Methods

Columbia University Mailman School Of Public Health • New York, NY, USA

08/2013 - 12/2015

Co-Founder and Vice-President of Students for the Promotion of Integrative Medicine. | Thesis: Exploring lifestyle and self-care modifications following a dietary intervention among women diagnosed with breast cancer: A Qualitative Study among Latina Breast Cancer Survivors

Business Management Economics

University Of California • Santa Cruz, California, USA

12/2010

CERTIFICATIONS

CMO Foundations: Measuring Marketing Effectiveness (ROI)

08/2023

LinkedIn

Content Marketing 201

09/2022

Maven

Front-End Web Developer track, Grow with Google Challenge Scholarship |

01/2018

Udacity

Hubspot Training: Inbound Marketing Certification

08/2017

Hubspot

Nonviolent Communication Training

SKILLS

Communication, Presentation, Partnership, Storytelling, Innovative, Creativity, Cross Functional Skills, Digital Marketing Planning, Social Engagement, Social Media Management, Corporate Communication, Business Development, Software Technical Support, Marketing Collateral, Marketing Planning, Project Management, Brand Consistency, Content Creation, Content Strategy, Marketing Automation, Email Marketing, Market Research, Customer Service, Customer Satisfaction Research, Google Drive, Sales Process, Social Media, Copywriting, Team Development, Squarespace Software, SharePoint, Online Learning, Mailchimp, WordPress, Adobe XD, Yesware, Trello, Asana Software, Search Engine Optimization, Messaging