
Brenda Umana, MPH (she/her)

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Marketing Director

Highly motivated strategic marketer with 8 years in social impact, public health, and mission-driven orgs. Revitalized an eLearning enterprise, resulting in a 21% increase in membership sales in 12 months. Devised a highly effective sales funnel strategy featuring email automation with a conversion rate of 5%. Demonstrated experience in early childhood education.

SKILLS

Asana, Branding, Canva Design, ClickUp, Community Engagement, Content Creation, Content Strategy, Copywriting, Creativity, Donor Communication, Email Marketing, Entrepreneurial Thinker, Fund Development, Fundraising, Google Drive, Implementation, Mailchimp, Marketing Automation, Marketing Collateral, Marketing Funnel, Marketing Planning, Market Research, Media Channels, Messaging, Presentation, Project Management, Researching, Search Engine Optimization, Self-Starter, Social Media, Social Media Management, Storytelling, Target Audience, WordPress

WORK EXPERIENCE

Strategic Marketing Manager • Full-time

OM Marketing Consulting • Remote

04/2020 - Present

Specializing in marketing strategies for multiple projects at the intersection of social impact, and purpose-driven. Proficient in Project Management, Digital Strategies, Writing, Data Storytelling. Experience with developing and implementing projects from start to finish.

- Revitalized an eLearning health-focused enterprise through comprehensive marketing strategies including rebranding, strategic social media engagement, and targeted email marketing campaigns, resulting in a remarkable 21% increase in membership within 1 year.
- Healing Schools Project: Managed the go-to-market growth plan yielding a 40% increase in potential new partner schools in 1 month by creating free resources, case studies, and new messaging.
- Healing Schools Project: Secured earned media on CBS and Chalkbeat by rapidly growing the brand's reputation on teacher mental health.
- Healing Schools Project: Grew organic website traffic from 17 to 219 per month.
- Acelero Learning: Collaborate with senior executives to develop marketing and communications plans with a target audience of early childhood education leaders and teachers in mind. Increase engagement by 60% in 4 months.
- Acelero Learning: Implement internal and external communications activities to raise awareness across the Acelero, Inc. network. "Shine On" campaign highlights employees, external partner schools, and leadership.
- Acelero Learning: Develop a series of capacity-building leadership trainings around communication, "Excelling in Human & Content-Centered Communication"
- Acelero Learning: Prelim results, 59.30% average engagement.
- Sanctuary Health: Project manager for editorial calendar while managing a team of writers and social media implementers. Increased average newsletter open rate from 21% to 46.31% with click-worthy subject lines.
- Sanctuary Health: 21% client retention rate by implementing engaging storytelling newsletters and effective SMS reminder push notifications.
- Project Management with each client: Led the development and implementation of OKRs (Objectives and Key Results) and KPIs (Key Performance Indicators) for each project.
- Develop toolkits for nonprofit clients to easily communicate with Advisory Board and External Stakeholders.

Community Impact Specialist

NWCY • Seattle, WA, USA

12/2018 - 06/2020

Corporate Wellness

- Drove corporate wellness awareness by facilitating 8 weekly health-focused workshops.
- Coordinated and facilitated interactive workshops for a 20-30+ person audience.

Marketing Manager

Hello Alfred • New York, NY, USA

06/2017 - 10/2018

Formerly HOM Inc.

- Led Marketing and Growth directing content strategy including calendar, copy, blog, social media, lead generation, and email marketing. Collaborated with Sales team to create fresh content ideas.
- Designed and managed the first market research. Provided metrics to cross-functional teams in collaboration with Product, Customer Success, and Sales.
- Drove 54% improvement in website traffic by writing engaging SEO copy.
- Managed and oversaw content for in-house and freelance writers.

Healthcare Account Executive

BGB Group • New York, NY, USA

03/2016 - 06/2017

- Led client service projects with a budget 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

Formerly 1DocWay

- Worked directly with the CEO on sales and marketing complex projects to grow a telemedicine mental health start-up. Delivering results in outbound sales, direct marketing, and event planning.
- Develop and execute a comprehensive in-person "Innovation in Behavior Health Tech" seminar to engage investors, entrepreneurs, and mental health professionals with 20+ in attendance.

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 - 05/2015

Business Administration & Economics in Accounting

University Of California, Santa Cruz • Santa Cruz, California, USA

09/2006 - 06/2010

CERTIFICATIONS

CMO Foundations: Measuring Marketing Effectiveness (ROI)

LinkedIn

Content Marketing 201

Maven

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

Udacity

Hubspot Training: Inbound Marketing Certification

Hubspot