

# Elena Muller, MPH

Dynamic B2B and B2C marketing and public health professional with experience in startup, nonprofit, research, clinical, and education settings. Passionate about public health education and awareness, the social determinants of health, the intersection of health, education and technology, and the power of content marketing.

## Work History

Nov 2021  
- present

### Manager, Strategic Marketing Content

*Hazel Health, San Francisco, CA (Remote)*

- Create and manage content strategy across channels including social media, website, email marketing, paid ads
- Produce high-quality articles, white papers, blogs, press releases, email marketing campaigns, case studies, web copy, and presentation content
- Social media management strategy across all brand channels including LinkedIn, Instagram, Twitter, Facebook
- Work cross functionally with executive team, account management, and product to tell stories that increase brand awareness and drive family/student engagement
- Ensure consistent brand messaging and tone
- Manage relationship with SEO/digital ad agency

Oct 2020  
- Nov 2021

### Senior Marketing Manager, Acquisition

*Health Recovery Solutions, Hoboken, NJ (Remote)*

- Create and manage editorial calendar for all written content including blogs, white papers, eGuides, infographics, video scripts, email copy, pillar pages, etc.
- Develop and implement acquisition email strategy to convert leads to MQLs and SQLs including nurture, drip and blog subscription campaigns
- Surpassed MQL KPI (150) QoQ, responsible for Hubspot lead scoring strategy to drive lead to MQL conversion
- Write or publish 2 blogs a week and 2-4 long-form content pieces per quarter (eGuides, whitepapers, infographics)
- Lead demand generation strategy - 4 vertical segments within industry, 6 personas
- Develop social media strategy to drive brand awareness and promote thought leadership
- Manage marketing relationships and partnership marketing with leading brands, for example, Samsung, Eko Health and Lyniate
- Report on all acquisition metrics including email metrics, cost per lead, lead conversion, and pipeline creation (sourced and influenced) to executive team, investors and board of directors

Jan 2020  
- Oct 2020

### Senior Marketing Manager

*Health Recovery Solutions, Hoboken, NJ (Remote)*

- Manage marketing team including Customer Marketing Manager, Senior Marketing Associate, Digital and Content Associate and interns
- Responsible for all content strategy (website, blogs, resources, sales and customer collateral, press releases)
- Develop social media strategy with a focus on LinkedIn growth (100%+ follower increase Aug 2019 to Aug 2020)
- Track marketing metrics including website traffic (organic, direct, paid), website conversion, MQL to SAL conversion and maintaining marketing dashboards (website analytics, lead conversion, landing page performance, etc.)
- Manage website content creation - all content on current website
- Writing and distribution of company specific and client specific press releases
- Responsible for marketing portion of the quarterly company investor letter (Q1 2020, Q2 2020)

Dec 2018  
- Jan 2020

### Strategy & Innovation Manager

*Health Recovery Solutions, Hoboken, NJ*

## Personal Info

### Email

emuller12@gmail.com

### Phone

301-922-0337

### Address

Philadelphia, PA

### LinkedIn

<https://www.linkedin.com/in/elena-muller/>

## Education

Aug 2016 - Jun 2018

### Community and International Health, MPH

*New York University School of Global Public Health, New York, NY*

Aug 2012 - Dec 2015

### Public Health, minor Psychology, BS

*Tulane University, New Orleans, LA*

## Skills

Copywriting and editing

Content creation

Brand management

Email marketing

Strategic planning

Data analytics and reporting

Event planning

Public and media relations

## Software

Hubspot

Salesforce

Drift

Adobe InDesign and Adobe Illustrator

Yesware

Figma

Google Analytics

Webflow

Miro

Monday.com

Sprout Social

### Hubspot Academy Content Marketing

### Hubspot Email Marketing

### Hubspot Inbound Marketing

#### Marketing Responsibilities:

- Responsible for changes that resulted in a 285% increase in inbound leads between quarters (Q2 2019 and Q3 2019)
- Planning (booth, events, meetings) for industry conferences (12 conferences/year)
- Started education outreach campaigns for Sales and Client Success to clients and prospects
- Responsible for blog content and schedule
- Edit and view all content before release including press releases, video content, blog posts, email campaigns, etc.

#### Business Development Responsibilities:

- Industry prospecting and development of lead lists for the inside sales team, development of email templates and email strategy
- Manage internal and Salesforce pipeline; designed and created Salesforce dashboard for inside and outside sales
- Responsible for all sales data and tracking of sales team members including sales event completion, conversions, projections, losses and wins

Sep 2018  
- Dec 2018

### Business Development Associate

*Health Recovery Solutions, Hoboken, NJ*

- Lead generation and outbound emails to qualified prospects
- Set up 57 introductory calls in first 3 months on job through outbound emails
- Conducted introductory calls and online product overviews of the HRS product
- Brought in 2 new clients to the company through targeted outreach

Jan 2018  
- Sep 2018

### ABA Therapist

*Proud Moments ABA, New York, NY*

Provide Applied Behavioral Analysis (ABA) therapy to children with autism and collect behavior and skill acquisition data during sessions.

May 2017  
- Aug 2017

### Research Intern (MPH Applied Practice)

*New York Academy of Medicine, New York, NY*

- Worked on the Birth Equity Initiative for the NYC Department of Health and Mental Hygiene, provided recommendations on best practices to improve birth equity and reduce infant mortality in NYC
- Conducted a literature review on community programming to support healthy births and a literature review on stakeholder engagement to address fetal and infant mortality, and conducted key informant interviews

Aug 2016  
- Sep 2018

### Early Childhood Teacher

*Madison Playgroup, New York, NY*

Promote a positive first learning experience for young children aged 2-3 and encourage young children to explore experiences and learn through music, art, reading, movement, and play.

Jan 2016  
- May 2016

### ABA Therapist

*Gulf South Autism Center, New Orleans, LA*

Worked with children with autism aged 18 months to 12 years to improve socially significant skills including communications, socialization, academic skills and play and daily living skills.

Dec 2015  
- May 2016

### Medical Transcriptionist

*Tulane University Medical Center, New Orleans, LA*

Accompanied physician to exam room to record patients' medical history and course of treatment and recorded physical exam results and complete patient visit records; prepared diagnostic, lab test, and emergency room visit summaries to increase physician efficiency.

## Volunteer Positions

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Oct 2020 - present	<i>NYU School of Global Public Health Alumni Board</i> Board Member responsible for alumni board communications.
Dec 2019 - Aug 2021	<i>CULIKID</i> CULIKID is a non-profit based in New York City dedicated to developing healthy culinary programs for children with special needs.
Oct 2021 - present	<i>Compass Pro Bono</i> Compass delivers strategic guidance to nonprofits in Philadelphia, Washington D.C., and New York City.