

# Leonie A. Davidson

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CONTENT MARKETER

## Content Marketer Summary

- Strategic partner deploying multimillion dollar advertising budget across multiple product marketing campaigns
- Proficient lead-generation, content development, and Fintech marketing strategist driving customer acquisition through go-to-market planning for consumer brands

## Work History

### Senior Product Marketing & Communication Specialist Centene Corporation - Remote

July 2024 - Present

- Perform competitive analysis and analyze market trends to determine product positioning and growth strategy
- Act as a strategic partner with internal product marketing, operations, and compliance teams to meet product distribution goals and timelines
- Responsible for auditing content materials to align with federal regulatory requirements and business objectives

### Lead Communication Specialist/Copywriter Benefytt Technologies - Remote

September 2020 - December 2022

- Healthcare growth marketer adept in leveraging creative, sales, and analytics teams to create 100 percent compliant multi-channel marketing materials that drive customer acquisition and ROI
- Partnered with direct mail vendors in performance optimization, creative planning, and testing strategy for consumer brands that market individual health insurance products and Medicare plans
- Consulted with cross-departmental teams on digital adverts for paid, owned, and earned media campaigns

### Communications Consultant Leonie A. Dennis

Provided content strategy, content writing, editing, and proofreading services for leading health insurance brands in the U65 and Medicare senior market

June 2016 - July 2019

### Senior Copywriter HealthMarkets, A UnitedHealth Group Company - North Richland Hills, TX

- Deployed lead generation content strategy to enhance customer acquisition for 4 consumer brands that drove premium sales from \$550M to 1B in 36 months for growth of over 300%
- Increased online traffic for real-time web personalization UX projects that generate over 2M yearly visitors across 4 websites
- Collaborated with creative, sales, and compliance teams to create branded content that market Medicare Advantage, Medicare Supplement, life insurance and individual health insurance plans

### Copywriter United American Insurance Company (Globe Life) - McKinney, TX

October 2013 - April 2016

- Created health, life, and Medicare product courses for insurance agents and human resources trainings for employees
- Wrote internal communications, press releases, health plan content and B2B communications that target agencies looking to partner with a brokerage to grow their book of business

## Education

### Bachelor of Science in Marketing William Paterson University of New Jersey

September 2000 - May 2004

## Skills

Google Search



Google Analytics



Google Ads Manager



Facebook Ads



Hubspot



Asana



Monday



Canva



Microsoft Office



SharePoint



WordPress



Adobe Acrobat



