

VIOLET CRABB

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MARKETING DIRECTOR

Project Management | Strategic Planning | Team Training & Development

Highly accomplished Marketing Director and former business owner with 20+ years of experience in B2B and B2C environments, known for generating new leads and positively impacting business growth through strategic leadership, innovative content creation and curation, and expertise in creating, managing, reporting, and analyzing paid campaigns across various channels. Reduced spending by 10% at HealthEC by bringing content creation and advertising in-house and spearheading successful account-based marketing plans across multiple platforms. Continuously improved SEO rankings and provided ROI analysis of all paid marketing campaigns with Google, Microsoft, Facebook, Twitter, Instagram, and LinkedIn across multiple career positions. Implemented Interoptex and Legacy Partner's first social media marketing strategic plans, resulting in 1000%+ growth reaches after 90 days of implementation.

AREAS OF EXPERTISE INCLUDE:

Specialized B2B Healthcare Technology Multi-Channel Marketing | Non-Profit Marketing Management | Learning Management System Creation and Management for Healthcare | B2B & B2C Multi-Channel Planning | Team Training and Leadership | Patient Engagement Marketing | Tradeshow Management | Content Creation & Design | Medicaid, Medicare Advantage, and Payer Insurance Plan Marketing | KPI Metrics Reporting and Analysis

MARKETING EXPERIENCE

Sr. Manager, Marketing

The American Academy for Oral and Systemic Health

June 2023 – Current

Springfield, IL (Remote)

- Manage a two-person team with one direct report to ensure effective project management. Supervised staff hiring, training, and performance evaluations to meet KPIs and broader business goals.
- Create marketing plans for webinars, live in-person and digital events for dental and medical professionals, including the hosting of a large conference tradeshow and three smaller regional events.
- Created and currently manage an accredited 270 hour continuing education credit learning management system for dental and medical practitioners, including course creation and maintaining accreditation requirements.
- Manage website development, quarterly audits, and SEO/SEM management for all related domains.
- Completed an overall of the company's brand marketing strategy for tradeshow, conferences, social media, and email marketing; manage all social media awareness campaigns and
- Create membership sales and fundraising drive programs that increased membership sales by 5-15% per sale.
- Launched and currently manage a \$10,000/month Google Ad Grant with various marketing funnels for fundraising and growing email marketing lists, increasing our email marketing reaching by 10-15% each month.
- Research, develop, and write long and short form content, including blogs, case studies, videos, webinar content, infographics, press releases, membership success story articles, presentations, social media posts, and email campaigns for thought leadership in oral and systemic health.
- Utilize and manage all CRM tools for the team, including, HubSpot, Google for Business, Google Analytics, Google Ads, LinkedIn Ads, and Meta Business Suite.

Director of Marketing

HealthEC, LLC

November 2021 – June 2023

Edison, NJ (Remote)

- Led a team of four state-side and global direct reports, implementing Agile methodologies to ensure effective project management. Supervised staff hiring, training, and performance evaluations to meet KPIs and broader business goals.
- Created and managed a budget of \$700,000, allocated funds effectively to meet marketing objectives while maintaining a consistent brand voice. Achieved a 15% reduction in spending by bringing content creation and advertising in-house.
- Spearheaded successful account-based and channel marketing plans across multiple channels, positioning the brand to capture a larger market share and increase penetration, capitalize on emerging opportunities by tracking marketing trends and preferences, and creating well-received marketing materials and content month over month, leading to double digit increases in followership on LinkedIn. 30% increase in cold email marketing open rates. Increased marketing reach to Medicaid organizations through company hosted, by invitation only, webinars and presenting research at industry-recognized trade shows to target specific state agency needs, such as SDOH and health equity.
- Researched, developed, and wrote long and short form content, including use cases, case studies, videos, webinar content, infographics, press releases, current client success story articles, sales presentations, social media posts, and

email campaigns that built on the company's stellar reputation for thought leadership in the fields of population health management and value-based care, resulting in a 35% fiscal year over year increase in MQLs. Utilized and managed all CRM tools for the team, including, HubSpot, Salesforce, Microsoft Dynamics, Asana, Databox and ZoomInfo.

- Evaluated competitors, client behaviors, and purchasing patterns and created successful email marketing strategies, resulting in increased customer engagement and up sales to current clients. Served as an administrator for our KLAS performance rating system.

LinkedIn Advertising Manager (Contract)
HealthStream

August 2021 – September 2021
Nashville, TN (Remote)

- Managed a successful \$200,000 one-month targeted LinkedIn Ad Campaign, resulting in a 38% MQL to SQL conversion rate and an impressive 25.6% average click-thru rate across the 12 individual campaigns.
- Created and implemented a content marketing strategy based on the LinkedIn ads, resulting in a 20% increase in lead generation from LinkedIn Lead Forms.

Marketing Director
Sleep Medicine of America (OSAinHome)

March 2020 – July 2021
Murfreesboro, TN (Remote)

- Managed a \$550,000 marketing budget for a healthcare company that focused on sells and KPIs to both B2B and B2C channels. Aligned marketing objectives with SMOA's strategic vision and business priorities, driving successful collaboration with three vendor teams.
- Created and curated the brand, OSAinHome, to address sleep apnea and sleep medicine needs for patients during the height of COVID, including home sleep testing, telemedicine, remote patient monitoring, and CPAP supply chain management; created all content for the new brand, including sales materials for marketing to physicians as well as patients; video production, social media advertising, blogs, short form infographic explainers, and dual-branded content with major US and International companies that supply testing and DME equipment for patient and practitioner materials.
- Managed and optimized keyword research, paid social media campaigns, google adwords and advertising campaigns, email campaigns, and webinars resulting in 35% increase in direct and 64% increase in organic website traffic and a 20% increase in direct patient referral requests. Improved ROI for all paid campaigns by double digits by analyzing data and instituting continuous improvement measures.

Digital Brand Manager
Interoptex (Start-Up)

April 2019 – February 2020
Nashville, TN (Hybrid)

- Managed a \$500,000 annual budget to implement and grow the healthcare IT start-up company's B2B marketing and brand strategy, providing content management, brand leadership, and editorial direction.
- Created and executed all social media branding and the platform marketing plans, resulting in a 1094% growth in LinkedIn followers after 90 days and continuous 15%+ growth month over month; designed all social media content, utilized Hootsuite for posting and data analysis and employed advanced social media skills to nurture leads.
- Developed email automation workflows using SendInBlue for drip, follow-up, and reconnection campaigns.
- Wrote, produced, and evaluated all content and graphics, including video production and sales presentations.

Marketing, Brand, and Talent Acquisition Manager
Legacy Partners

April 2018 – February 2019
Nashville, TN

- Formulated and executed the inaugural B2C strategy for analyzing the brand's market position; oversaw marketing and advertising efforts for 30 apartment communities across five states, with a total budget of \$1.5 million.
- Devised and launched a social media marketing campaign, propelling the company from no social media presence to 10K+ following on Pinterest and averaging 3,000 daily views per property on Facebook.
- Revamped the company's hiring and interviewing process, resulting in a significant reduction in turnover rates from 90% to 21% within nine months, achieved through aggressive positive brand promotion and the implementation of comprehensive leadership training for all community and regional managers.

Executive Director/Founder/Owner
Legacy Images and Graphic Design

October 2005 – March 2011
Oak Ridge, TN

- Directed the operations of a 173-member team of graphic designers and photographers across four offices, handling HR needs, payroll, scheduling, sales reporting, marketing strategic, and growth management.
- Devised a successful marketing strategy that penetrated rural public schools, establishing 265 contracts with local school systems in three years, and doubling that number one year later.
- Contracted 229 weddings in the first year of operations; averaged 600 weddings per year annually; achieved customer satisfaction rates over 80% for all our products and services; 70% of all new business was referral based.

OTHER WORK EXPERIENCE

Lead Teacher
The New Teacher Project

July 2012 – May 2017
Nashville, TN

- Earned one of the highest performance scores in the program’s history after complete a rigorous training program and five-week classroom internship.
- Taught 7th and 8th Grade Reading, English Language Arts, Reading Intervention, and US History to approx. 150 students annually, using innovative techniques like project-based learning and peer-to-peer group instruction.
- Achieved Level 5 TEAM Teacher status for student growth and performance, the highest possible rating in Tennessee, each year. Average student reading growth of 1.57 years per semester per student.

CREDENTIALS

Bachelor of Arts (B.A.) – History Lincoln Memorial University, Harrogate, TN	December 2004
Middle School Teacher Certification TNTP Education Training Academy, Nashville, TN	July 2012
Value-Based Care Specialization Certification University of Houston	March 2023
Google Digital Marketing Certification Coursera	March 2023
Google Project Management Certification Coursera	March 2023

VOLUNTEER EXPERIENCES

National Agricultural Project Subject Area (SAE) Judge National FFA Organization	2012-Current
National Chapter Award Judge National FFA Organization	2012-Current
Foster Home Russell Dog Rescue, Middle Tennessee	2014-Current