




JILLIAN TYGH

DATA-DRIVEN MARKETING LEADER



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PROFILE

I am a strategic data-driven marketer with a knack for making complex themes easily digestible to various audiences. My roles have been a healthy mix of strategy, tactical deployment, and leading successful marketing teams to develop sticky—ROI generating—campaigns and content.

EDUCATION

Bachelors of Science, Education
West Chester University
2000-2004

Strategic Marketing Certification
Cornell University
2014

SKILLS

PROFESSIONAL

Marketing strategy
Content creation
Sales enablement
Digital marketing
Public relations
Time management
Problem solving
Communications
Leadership

EXPERIENCE

DIRECTOR— PRODUCT MARKETING

ArisGlobal | November 2021 - Present

- Align product marketing strategy with business goals
- Collaborate with cross-functional teams in a matrixed environment
- Responsible for go-to-market strategies for Regulatory, Clinical, and EasyDocs solutions
- Develop a global lead generation strategy and partner with demand gen to execute
- Manage all aspects of analyst relations as related to product lines within my purview (Gartner, Everest, Gens & Associates)
- Develop and conduct sales enablement certification for product lines
- Generate thought leadership opportunities and develop thought leadership content including presentations, white papers, and Live Streams.
- KPI and metrics development and reporting
- Partner with Public Relations team on Thought Leadership initiatives
- Bridge the gap between product and commercial
- Evangelize product lines internally and externally
- Other responsibilities include content creation, sales enablement, vendor management, and budget planning

EXPERIENCE

DIRECTOR—COMMUNICATIONS, CONTENT, DIGITAL STRATEGY

Medrio | February 2020 - November 2021

- Align marketing strategy to Medrio's global business goals.
- Manage, coach, and mentor a team of four direct reports (copywriting, events, digital marketing, and customer loyalty).
- Develop and implement a global lead generation strategy.
- Manage all aspects of public relations including but not limited to press releases, editorial placements, and earned media.
- Initiated a "digital-first" approach to the organization.
- Responsible for go-to-market strategies for new product releases, acquisitions, and white label partnerships.
- Managed and maximized \$1.2m marketing budget.
- Created and produced the Trial Talks podcast.
- KPI and metrics development and reporting.
- Other responsibilities include content creation, sales enablement, vendor management, and budget planning.
- **Notable Results**
 - Podcast launch resulted in 13k listeners in 57 countries.
 - Increased MQL to SQL rate from 6% to 13%.
 - Consistently exceeded MQL goals by ~15% each quarter.
 - Lead website revitalization project resulting in a reduction of website bounce rate from 63% to 26%, increase in session time from 30 seconds to 1:15, and consistent increase of new visitors 32% month over month.

SENIOR MARKETING MANAGER

ERT | August 2018 - February 2020

- Corporate global communications and campaign development.
- Align product lines to adhere to corporate messaging and develop cross-functional campaigns to generate new leads.
- Manage, coach, and mentor a team of two communications specialists (in US and EU).
- Create corporate messaging that aligns with brand guidelines and the company values.
- Responsible for events and field marketing strategy and execution.
- Co-created and co-produced the Trial Better podcast.
- KPI reporting to leadership.
- **Notable Results**
 - Produced the Trial Better podcast the resulted in ~12k listens with ~700 subscribers in year one.
 - 30 tradeshows and 15 hosted events produced ~\$900k ROI
 - Improved "hot lead" conversion rate from 10% - 15%
 - Oversaw the successful sunset of post-acquisition branding of iCardiac

TECHNICAL SKILLS

Salesforce
Hubspot
Eloqua
Pardot

Marketo
Moz
Paid Search
Display

LinkedIn
Hootsuite
Facebook
Twitter

MS Office
MS Word
MS Excel
PowerPoint

Google Slides
Google Docs
Google Sheets
Google Analytics

DIRECTOR OF MARKETING

IndieGo Agency | January 2014 - August 2018

- Strategic marketing consulting for Life Sciences, Healthcare, and Technology
- Managed a team of two marketing generalists responsible for the execution of the tactical plans.
- Projects included branding, content strategy, public relations, campaign planning, product launches, and event management.

- **Notable Results**
 - Planned and executed ~1,000 events for various clients.
 - Created strategic marketing plans across a variety of sectors.
 - Generated persona development, messaging, go-to-market strategies, and sales enablement plans for healthcare, technology, and life sciences organizations.

LIFE SCIENCES MARKETING—VARIOUS ROLES—COORDINATOR TO MANAGER

Thomson Reuters | January 2008 - August 2014

- Lead generation and nurture campaign creation and management across the product portfolio.
- Event management and execution—both hosted events and tradeshow logistics and pre and post-event marketing.
- Product marketing including but is not limited to go-to-market campaign execution, sales enablement, and content creation.
- Participated in the rebranding and product launch efforts for three acquisitions.
- Field marketing for North America and Europe.

- **Notable Results**
 - Planned and executed the Life Science division's first pay-to-attend event, Allicense which resulted in over 200 attendees and ~\$300k ROI. Secured Ari Fleisher and Zeke Emmanuel as guest speakers.
 - Successfully integrated three brands under the Thomson Reuters umbrella post-acquisition.
 - Implemented the Challenger methodology resulting in a 30% increase in lead conversion to opportunity.