

# MELODIE D. SHUBAT

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## ACCOMPLISHED SENIOR MARKETING MANAGER

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Senior Marketing Manager • Marketing Director • Digital Marketing Lead  
Market Segmentation • Consumer Research • New Product Launches • Brand Positioning  
Led Go-to-Market • Grew Market Share • Leveraged Social Media • Increased Web Traffic  
• Boosted Conversions • Orchestrated Trade Shows/Events • Optimized SEO

### WORK EXPERIENCE

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**Clip Health; Fremont, CA**

**Dec 2021 - Sep 2022**

**Senior Marketing Manager**

- Drove \$250,000 cuts in the overall marketing budget by identifying underperforming vendors
- Created strategic marketing/product roadmap, launch strategy, social media channels, and HubSpot/Salesforce integration to market the company's first over the counter COVID-19 test
- Managed and executed product launches while collaborating with five divisions to ensure overall strategies were aligned. Established product branding, value propositions, and messaging.
- Collaborated closely with external marketing agencies on media plans, press releases, white papers, blogs, and integrated corporate brand campaigns
- Established a robust review process that included a medical, legal, and regulatory (MLR) review committee, ensuring full adherence to applicable regulatory guidelines

**Indegene Pharmaceuticals; Bangalore, India**

**Feb 2021 - Nov 2021**

**Senior Marketing Manager**

- Owned the strategy and development of creative assets for pharmaceutical product teams
- Developed appropriate localization/translation content strategies to ensure a consistent experience and brand standards adherence across global teams for HCPs and patients

**Roche Diagnostics; Boulogne-Billancourt, France**

**Aug 2020 - Jan 2021**

**Global Marketing Manager, Global Oncology Solutions, Navify Tumor Board**

- Engaged with senior leadership to develop long-term strategic marketing growth initiatives for international markets in the EMEA, LATAM, and APAC regions
- Supported development via individual mix-and-match decks tailored to regional customer bases

**MDS Consulting; Palo Alto, CA**

**Sep 2019 - June 2020**

**Senior Marketing Consultant, MyHealthTeams**

- Prepared \$1 to \$2B proposals for partner solutions that generated active participation from the 2M+ members of social networks for people with chronic diseases
- Created strategic partnerships with pharmaceutical, biotech, and other life-sciences organizations to meet the needs of patients through social insights and social media campaigns

**Apollo Health; Millbrae, CA**

**March 2019 - Aug 2019**

**Director, Marketing**

- Launched marketing programs for science-based prevention of Alzheimer's start-up
- Designed, developed, and wrote content for new website and patient outreach programs

**Mizuho OSI; Union City, CA**

**July 2016 - Feb 2019**

**Senior Marketing Communications Manager**

- Yielded a 15% increase in global sales by collaborating with international product management teams on the execution of commercial and marketing strategic plans
- Drove a 20% year over year improvement in team output by providing targeted performance feedback.
- Lifted sales by 10% by producing product videos displaying features, benefits, and value add
- Generated a 50% improvement in lead traffic volume by leveraging market segmentation, strategic audience targeting, and lead scoring
- Partnered with upstream marketing to execute and launch three products in six months by creating a go-to marketing strategy that consisted of messaging, value propositions, KPIs, advertising, promotion, and pricing
- Led a 4-member team tasked with digital marketing, website management, marketing automation campaigns, sales conferences, and product launches
- Established and implemented a PR strategy that improved brand reputation, enhanced the company's image, built more robust customer relationships, and increased sales and profits
- Cultivated relationships with surgeons, KOLs, and influencers for potential engagements and advocacy programs

**Free Flow Medical; Fremont, CA**

**July 2014 - June 2016**

**Senior Marketing Consultant**

- Drove a 50% revenue improvement by launching and developing aggressive sales and marketing campaigns, as well as administering all aspects of client communications

**Omnicell; Mountain View, CA**

**Aug 2013 - June 2014**

**Marketing Communications Manager**

- Yielded a 15% increase in Pandora Analytics software market share by working with inside sales, marketing, and email campaigns, as well as creating KOL thought leadership videos

**PneumRx; Mountain View, CA**

**March 2012 - July 2013**

**Marketing Integration Specialist**

- Developed and executed marketing strategy and brand initiatives for a new medical device's entrance into U.S. markets in preparation for premarket approval submission (PMA) to the FDA
- Elevated product marketing by driving focus on patient targeting and site identification

**Stanford Hospital & Clinic; San Francisco, CA**

**July 2011 - Feb 2012**

**Consultant**

- Fueled profitable growth and expanded market share via fiscal budget planning

***Prior Experiences: Freelance Consultant; Lam Research, Director of Corporate Communications; Applied Materials, Senior Marketing Communications Manager***

**EDUCATION**

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**San Jose State University, San Jose, CA**

**Bachelor of Science, Graphic Design**

**TECHNOLOGIES & CERTIFICATIONS**

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**Technologies:** Salesforce • Pardot • HubSpot • Adobe Illustrator

Microsoft Office Suite • WordPress • Google Analytics • Notion • Asana • Slack