

# Samantha Nouri

## Healthcare CMO

Health marketing executive committed to improving patient engagement and care outcomes

Healthcare CMO with over 17 years of experience leading branding and patient engagement initiatives for hospitals, medical systems, and health tech companies. Skilled in HIPAA-compliant messaging, provider outreach, and behavioral health campaigns.

### Contact

 (000) 000-0000

 email@example.com

 LinkedIn | Portfolio

 Boston, MA

### Key Skills

- B2H (business-to-healthcare) strategy
- Care continuum marketing
- Community outreach
- Health equity communication
- HIPAA compliance
- Patient engagement
- Physician relations
- Provider education
- Public health marketing
- Value-based care

### Education

- Master of Public Health (MPH)

Boston University, Boston, MA

May 2009

### Professional Experience

CHIEF MARKETING OFFICER | BEACONCARE HEALTH, BOSTON, MA  
JUNE 2016 – PRESENT

- Launched patient portal campaign increasing registration by 75% in one year
- Developed community trust campaigns in underserved areas, contributing to a 40% increase in new patient visits
- Managed physician referral marketing across 22 clinics in the Northeast

DIRECTOR OF MARKETING | MEDILOGIC SYSTEMS, BOSTON, MA  
JULY 2010 – MAY 2016

- Led product launches for two patient engagement apps in behavioral health
- Created continuing education video series for providers, reaching over 8,000 physicians nationwide