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Andrew Young

Marketing Director

Senior Marketing Director with 13 years across healthcare and HR tech. Built two marketing orgs from under five people to over twenty, with a track record of getting marketing taken seriously inside sales-led companies.

CONTACT INFORMATION



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EDUCATION

- MBA, Marketing Concentration, Carlson School of Management, University of Minnesota, 2014
- BA, Communications, University of Wisconsin-Madison, 2010
- Pragmatic Marketing Certified (PMC-VI), 2019

KEY SKILLS

- Marketing organization design and team scaling
- Category positioning and rebranding
- Demand generation and pipeline planning
- Product marketing and launch strategy
- Analyst relations (Gartner, Forrester, IDC)
- Sales and marketing alignment
- Win/loss analysis and competitive intelligence
- Annual budget planning (\$5M+)
- Executive stakeholder management
- Marketing ops and attribution modeling
- B2B SaaS go-to-market

PROFESSIONAL EXPERIENCE

Senior Marketing Director | Vireo Health Platforms, Minneapolis, MN 2020 - Present

- Run a 22-person marketing org with a \$6.3M annual budget across demand, brand, product marketing, and ops.
- Led the rebrand and category positioning shift from 'patient portal' to 'care navigation platform,' which preceded a 41% lift in inbound enterprise demos.
- Built the analyst relations function from zero; earned recognition in two industry reports in the first 18 months.
- Partnered with the CRO on a joint pipeline plan that closed the marketing-sales target gap from 28 points to under 5.
- Coached three managers into Director titles, two internally and one who was promoted after leaving.

Director of Product Marketing | Larkspur HRIS, Minneapolis, MN 2017 - 2020

- Owned positioning, launch, and competitive intel for a five-product portfolio sold into mid-market HR teams.
- Ran 11 launches in three years, including the flagship payroll module which crossed \$9.4M ARR in year one.
- Hired and managed four product marketers, each aligned to a product line.
- Rebuilt win/loss reporting; findings reshaped two pricing tiers and a packaging change.

Senior Marketing Manager | Quillpath Learning, Madison, WI 2014 - 2017

- Led content and SEO for an edtech site that grew from 80K to 410K monthly organic sessions.
- Managed two writers and a freelance SEO consultant on a tight \$220K annual content budget.

- Manager coaching and succession planning