

Concordia University
Department of Marketing
Part-Time Hiring Committee

February 12, 2018

Dear committee members,

Please note that I have successfully taught the majority of the courses in my application this semester (including MARK 201, *Introduction to Marketing*, COMM 223, *Marketing Management I*, and GDBA 534, *Marketing Management*) three or more times each. All have all been highly successful in terms of student interest and retention, with 'well above average' and 'above average' ratings in the evaluations (which I have made available to the PTHC in my Academic and Professional Service Dossier) on every question relating to the instructor and the course.

Given that I have taught MARK 302, *Marketing Research*, two previous times (in 2013-14 and 2015-16), I have recently updated and expanded on previously-submitted application materials for this course in my Academic and Professional Service Dossier for the committee's consideration.

For JMSB 506, *The Business of Medicine*, a new offering in the Department, I wish to direct the committee's attention to the following items in my submitted C.V. as they relate to the posted Job Specific Requirements for the course:

— *Minimum MBA/MSc (Marketing Option) or similar qualifications.*

I have a Masters of Business Administration degree from HEC Montréal, completed in 2001

— *Candidates must demonstrate significant and ongoing activity in the practice of marketing in the healthcare industry.*

My professional experience as Assistant Director, Marketing & Communications for the Research Institute of the SLUHC, and as Digital Marketing Specialist for Calloway Pharmaceuticals, is outlined on pages 2 and 3 of the C.V.

— *Graduate level teaching experience is required.*

As indicated on page 1 of the C.V., I have taught at the 500 and 600 level in the Department previously. The work history and teaching evaluations in my Academic and Professional Service Dossier attest to the extent and success of this experience.

Also in the Academic and Professional Service Dossier is the AACSB classification information mentioned in the JMSB 506 and MARK 302 postings.

Thank you for considering my application,

Stephanie Claybourne

**STEPHANIE CLAYBOURNE, BBA, MBA,
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EDUCATION

Graduate:

MASTER OF BUSINESS ADMINISTRATION, HEC Montréal, Montreal QC, 2001

Undergraduate:

BACHELOR OF BUSINESS ADMINISTRATION, YORK UNIVERSITY, Toronto ON, 1996
Specialization in Marketing

TEACHING EXPERIENCE

CEGEP CHAMPLAIN SAINT-LAMBERT, Saint-Lambert QC (1998 – Present)

Courses taught include:

- Introduction to Business
- Marketing
- International Business
- Business Careers
- Case competition coach, 2010 – Present

CONCORDIA UNIVERSITY, Montreal QC (2001 – Present)

Courses taught include:

- MARK 201 Introduction to Marketing
- COMM 223 Marketing Management I
- MARK 301 Marketing Management II
- GDBA 534 Marketing Management
- MARK 462 Environment of World Business
- MARK 673 Social Media Marketing

PROFESSIONAL EXPERIENCE

ASSISTANT DIRECTOR – MARKETING & COMMUNICATIONS, RESEARCH INSTITUTE OF THE SLUHC (2009-2014) Saint-Lambert, QC

Oversaw the successful implementation of a marketing strategy and communication plan for the RI-SLUHC, creating and implementing a multi-faceted communications program, and content for campaigns on varied communications channels, including website, email, and social media. Oversaw the implementation process provided quality control for communications programs, media activities and special events.

Other duties included:

- Responsibility for the content of the RI-SLUHC website
- Working with the research community to identify and develop stories about patients, programs and services, for internal and external distribution, that represented the community's diverse activities related to its vision and mission.
- Overseeing the creation, distribution, scheduling, and maintenance of digital content across channels and platforms, including social media (Facebook, Twitter and other platforms).
- Ensuring all content was on brand and consistent in terms of style, quality and tone.
- Promoting organizational identity
- Assisting in planning and executing key organization-wide communications initiatives.
- Developing strategies to increase community engagement.
- Developing and implementing digital communications plans for specific initiatives.
- Managing and reporting on Google Analytics and other performance metrics.
- Serving as editor for communications materials including news releases, news materials, online content, program announcements and the annual report.
- Overseeing development of news releases, news materials, fact sheets and talking points for publicity of the organization's programs.

DIGITAL MARKETING SPECIALIST, CALLOWAY PHARMACEUTICALS (2014 – Present) Sherbrooke, QC

Responsible for developing and executing social media and digital marketing strategies that transform how the company interacts with customers to drive engagement, awareness, brand messaging and product conversion. Consult on strategies and planning processes for paid and organic search initiatives, optimization efforts to meet objectives and ongoing performance analysis throughout the duration of each campaign. Execute and manage social media and paid

digital marketing campaigns across various platforms and channels while providing expertise on strategies with internal teams to develop full integrated campaigns. Work closely with various social media platforms and search and digital advertising partners to ensure the organization's ongoing adoption of the latest technology and products. Create and execute complete SEO strategies including site architecture, keyword analysis, meta-tags, categorization, social media optimization and video marketing. Train Product Marketing teams on SEO best practices. Lead and harmonize social media messaging to enhance product and company brand messaging. Provide insights and best practices to the management team for digital marketing and social media programs.

Other duties include:

- Leading and developing strategy, planning and tactics in order to generate qualified leads via digital marketing to deliver continuous growth and improvement against key metrics.
- Working cross-functionally and collaboratively with the Directors of Sales and Marketing, Marketing teams, IT, Regulatory, Legal, Compliance, Market Access and Sales Effectiveness to brainstorm, assess, develop and execute digital strategies and marketing campaigns from concept to execution
- Assessment of what drives most online revenue (e.g. new customer acquisitions, existing customer renewals/upgrades, customer/patient activation, brand awareness, etc.)
- Following and analyzing trends in direct marketing and identifying opportunities
- Conducting research and analysis of competitor sites and offerings
- Researching and evaluating emerging techniques and technologies, and proposing approaches for adoption where appropriate
- Executing mobile app tactics as outlined in the Marketing plan with the objective of raising brand awareness
- Developing and maintaining digital marketing campaigns on Facebook Ads, Google Adwords, etc.)
- Developing integrated strategic communications and content plans to advance the corporate brand identity and raise awareness.
- Monitoring and reporting on appropriate metrics for all SEM programs, including PPC ads and PPC landing pages
- Consulting on analytics plans and the determination of key e-commerce, traffic, and advertising metrics needed to track progress of campaigns and strategies on a daily, weekly, and monthly basis
- Providing analysis of campaigns and translating data into recommendations and plans for improving digital marketing programs

ADDITIONAL ACTIVITIES

EXECUTIVE MEMBER, CANADIAN WEGENER'S SOCIETY QUEBEC (2009 – present).
Have served in several roles including Executive Secretary, Vice-President Outreach, and President.

CONSULTANT, ASSOCIATION OF MEDICAL VOLUNTEERS OF ONTARIO (2012 – present).
Regularly provide expertise on fundraising and related matters on a pro bono basis.

PROFESSIONAL ASSOCIATIONS

MEMBER, CANADIAN ASSOCIATION OF MARKETING PROFESSIONALS.

MEMBER, MARKETING RESEARCH AND INTELLIGENCE ASSOCIATION.

PERSONAL DATA

Fluent in spoken and written English, French and German.

Holder of Canadian and EU passports