

STEPHANIE M. DALY, MBA

SR. MARKETING DIRECTOR / VP • CREATIVE LEADER • BRAND STRATEGIST • HEALTH IT / SaaS

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Dear Hiring Manager:

With significant marketing, creative, and brand leadership experience in the Health IT / SaaS space, I have demonstrated the ability to elevate market positions, build vibrant opportunity pipelines, and differentiate solutions in saturated environments. With creative command, I have repeatedly re-engineered brand identities, aesthetics, and voices, working collaboratively with cross-functional internal and external stakeholders to align efforts and catalyze growth.

As Director of Marketing with Edifecs, a pioneer in healthcare data interoperability, I have played an instrumental role in accelerating growth, supporting a \$200M+ opportunity pipeline, of which 30% is a direct result of MQLs. Evolving and scaling the brand, I led a creative team executing a complete brand refresh, focusing on lead generation, implementing a leading-edge SEO / SEM strategy, and elevating omnichannel campaigns. I empowered the team to adopt new process technologies, enabling unprecedented marketing automation and collaboration, and greatly enhancing marketing operations.

Earlier, entering the healthcare IT space as a Director of Marketing with Pulse8—now Veradigm—I elevated the brand, created high-impact marketing strategies, shaped industry-leading events, and delivered multimillion-dollar TCV opportunities. Delivering transformative results, I more than doubled web traffic, increased social media presence by 50%, and produced 15% growth in organic acquisition. As a result of omnichannel strategies, I presented a \$65M TCV opportunity to the sales team with \$22M in TCV conversions.

Throughout my 20+-year career, I have consistently produced award-winning results, delivering double-digit gains in such metrics as event attendance, web traffic, MQLs, and social media growth. Always working across interdisciplinary teams, I have leveraged my people skills, strengths in forming authentic relationships, and ability to inspire trust, to promote brand governance and ensure unwavering brand integrity. As such, when you review my resume, you will see marked impact at every stop regardless of the industry, audience, or go-to-market challenge.

Complementing my experience is an MBA with a concentration in Marketing, and a BFA in Advertising and Design. Moreover, I possess an extensive technology skill set that allows me to serve as a hands-on leader who trains, mentors, and empowers my teams, truly understanding the processes, timing, and work involved with branding and creative.

I am currently exploring new challenges where I can continue to provide marketing, creative, and brand management thought leadership. I would greatly appreciate a meeting to confirm the alignment between your needs and my candidacy, during which I would be happy to share references and examples of creative portfolio content.

With sincere interest,

Stephanie M. Daly

Enclosure: Resume

STEPHANIE M. DALY, MBA

SR MARKETING DIRECTOR / VP • CREATIVE LEADER • BRAND STRATEGIST • HEALTH IT / SAAS

Develop and execute B2B strategies, creativity, and vision to drive awareness, differentiate in crowded and competitive spaces, fuel new business acquisitions, and build brand equity and awareness. Refresh and reengineer brands, campaigns, and collateral, creating compelling original content to display thought leadership, secure earned media, and generate awareness and results. Earned a reputation as a 'go-to' resource when results were needed based on willingness to go above and beyond. Deliver on performance goals, leading and training teams to optimize marcom workflows and collaborate cross-functionally.



Baltimore/Washington Area



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TOP STRENGTHS: Marketing Strategy & Execution • Brand Management • Storytelling & Communications • Design
Creative Direction • Omnichannel Campaigns • Talent Development • Lead Generation
Marketing Operations • Business-to-Business • Brand Governance • M&A Integration

PROFESSIONAL EXPERIENCE

Edifecs, Inc., formerly Talix, Bellevue, WA (Remote)

Director/Sr. Director of Marketing, 2020-present

20+ Performance Recognition Awards

Recruited to continue industry thought leadership and to serve as a brand steward, owning overall positioning, aesthetic, and brand voice while supporting high-level corporate initiatives across target markets. Direct marketing operations, creative, and digital strategy, partnering with stakeholders—product marketing, sales development, sales and marketing operations, product line owners, and leadership—to align efforts and evolve the organization's growing marketecture.

- **Direct team of designers with dotted line responsibility for a digital manager and web developer**, leading a complete brand refresh and creating leading-edge video and various digital media. Promoted ownership and empowerment, focusing on breaking down silos, improving communication, and optimizing collaboration.
- **Support a \$200M+ pipeline with 30% generated from MQLs** and 15% of opportunities closed from marketing campaigns, proving instrumental in reaching revenue goals. Implemented SEO / SEM strategy to include ABM, web redesign, video production, and social strategy to boost post-acquisition brand awareness and conversion rate.
- **Implemented a new project management system and creative services workflow**, dramatically improving efficiency and productivity, providing unprecedented transparency, and enabling improved resource utilization. Augmented capabilities with a new tech stack of marketing automation, collaboration, and reporting tools.

Additional Highlights –

- ▶ **Reengineered in-house creative services**, leveraging healthcare expertise to create compelling thought leadership pieces and collateral to introduce post-acquisition products to new and existing customers.
- ▶ **Executed inaugural annual customer event**, developing a strategy for pre- and post-promotion via digital channels, video, and communications, and utilizing digital assets, events, and clearinghouses to showcase solutions.

Veradigm, formerly Pulse8, Annapolis, MD (Hybrid)

Director of Marketing, 2017-2020

Collaborated cross-functionally to develop and execute high-impact marketing strategies, campaigns, conferences, and events for the health IT industry. Fueled lead generation and new business, delivering on targeted revenue growth in a highly competitive healthcare analytics and tech space. Built and coached a small team with full ownership of all creative.

- **Elevated brand awareness and equity to top in the industry** with a reputation for innovation and advanced analytics, defining the brand's creative direction and strategic messaging to differentiate in a crowded space.
- **Produced a 2.5x increase in web traffic**, a 15% increase in organic acquisition, and a 1.5x increase in social media growth, developing the digital strategy to fuel inbound leads through a combination of social, SEO, and SEM.
- **Delivered a \$65M TCV opportunity to Sales and \$22M in TCV conversions**, engaging in avid sales enablement efforts, supporting the 12- to 18-month sales cycle from lead generation— inbound and outbound—to close.

Additional Highlights –

- ▶ **Recognized as a 5-time Appreci8 (Above and Beyond) Award winner**, earning recognition for displaying thought leadership, accelerating lead generation, and developing and implementing high-ROI marketing campaigns.

WorldAware, formerly iJet International, Inc., Annapolis, MD

Brand & Creative Project Manager / Web Specialist, 2015-2017

Drove B2B marketing, strategic communications, and GTM efforts to increase industry visibility with Fortune 1000 enterprises. Provided creative and content direction for traditional, digital, social, events, and PR through collaboration with industry experts and internal SMEs. Contributed to presentations, executive communications, and thought leadership collateral.

- **Launched rebranding effort, including complete website and collateral redesign**, providing greater exposure, target market outreach, and overall updated aesthetics for optimal UI / UX and mobile responsive interface.
- **Generated a 20% increase in organic and direct web traffic**, developing a new SEO / SEM strategy, establishing the website as a primary tool for inbound lead generation, and fueling \$300K in revenue and a \$2M ACV opportunity.
- **Nominated for the Above & Beyond Award during the first quarter of employment**—an honor reserved for only 10 of 200 employees—and won the Spot Award twice.

AtSite, Inc., Washington, DC

Marketing Manager / Graphic Designer, 2012-2014

Drove B2B marketing, strategic communications, and go-to-market efforts to increase visibility across diverse verticals and industry sectors, including commercial, healthcare, education, and retail. Provided creative direction to take concepts from ideation to completion, leveraging web, social media, print, editorials, events, and public relations to optimize outcomes.

- **Deployed a “My Building Rocks” campaign and awards ceremony**—featured in *The Wall Street Journal*—honoring building engineers for sustainable and green initiatives, energy conservation, and footprint reduction.
- **Improved web traffic significantly with solid year-over-year increases**—unique visitors (+49%), number of visits (+40%), pages (+22%), and hits (+7%)—through on-target messaging, Web 2.0 strategy, and marketing campaigns.
- **Yielded recognition and press**, being named a key player by Pike Research, winning the EcoLeadership from Alliance for Workplace Excellence (AWE), and being selected for the Value Enhancement Award by Frost & Sullivan.

Bostrom Corporation, Washington, DC

Manager of Marketing & Communications, 2008-2010

Directed marcom initiatives, driving the development of marketing collateral, Web 2.0 and social strategies, viral marketing campaigns, and business development practices. Conceptualized, developed, implemented, and measured the success of marketing strategies, plans, and creative campaigns. Oversaw client events, including seminars, trade shows, and conferences.

- **Named Employee of the Month** for overarching efforts with marketing and communications, managing press and media relations, messaging and content development, presentation design, and event planning and execution.
- **Maintained awareness of trends and opportunities** for clients in diverse industries, serving as a consultative partner for clients in business development, event marketing, audience engagement, and creative management.
- **Gained experience with federal procurement**—including using fbo.gov and other purchasing tools—working with the DoD and other government agencies integrally involved in the RFP and proposal review process.

ISSA, Chicago, IL

Marketing Project Manager, 2007-2009

Conceptualized and delivered campaigns, working collaboratively with designers and vendors to bring creative ideas to fruition. Joined forces with senior-level operations, marketing, sales, and education leadership to champion B2B efforts.

- **Supported record-setting attendance (+18%)** for a 2007 trade show ranked 18th in size in the Orlando market, expanding registration through exhibitor and ISSA releases, new corporate identity, and robust offerings.
- **Drove English and Spanish website launch efforts** to fuel record-setting web analytics, with the ISSA website breaking records with more than 1.1M user sessions in 2007, a 51% increase over PY metrics.
- **Marketed a prestigious certification**—currently held by 200+ organizations, including Aramark and Goodwill Industries—creating the infrastructure to expand certification experts by almost 300% to 250+ individuals.

Athletico Physical Therapy, Chicago, IL

Creative Marketing Manager, 2006-2007; Advertising Coordinator, 2004-2006; Clinical Office Coordinator, 2002-2004

Designed and distributed marketing collateral and promotional material across 35 clinics and 800+ employees, controlled media buys and promotional spending, and worked with an ad agency to direct creative development and print media.

→ **Created co-branded pieces to support HCP- and patient-facing campaigns**, working with internal and affiliate partners to drive business, identify and pursue opportunities, and provide targeted sales and marketing support.

ADDITIONAL EXPERIENCE

S Daly Design

Creative Consultant + Lead Designer, 2005-present

Built a referral-based freelance business, engaging as a designer to create identities, brands, and original marketing pieces. Provide copywriting and editing services, rebuilt websites, and collaborated with clients to define creative visions.

→ **Served clients in diverse industries:** commercial real estate, energy, sustainability, environmental, healthcare, pharma, biotech, IT, fitness and beauty, retail and luxury goods, legal, regulatory, and government/federal.

EDUCATION

American InterContinental University

MBA, Marketing & Business, magna cum laude, 2012

International Academy of Design & Technology

BFA, Advertising & Design, cum laude, 2004

CERTIFICATION & CLEARANCE

Patient Advocate Certification Board

BCPA Credential, In progress

U.S. Department of State

Secret Security Clearance, inactive

TECHNOLOGY

Creative + Digital: Adobe Creative Cloud, Canva, Beeffree, MailChimp, Constant Contact, Social Media, Sprout Social, Hootsuite, SurveyMonkey, YouTube, Vimeo, Prezi

Web: CSS/HTML, Drupal, WordPress, GitHub, AWS, Google Analytics, Moz, AI tools (ChatGPT, Grok)

Sales + Operations: Salesforce, Pardot, Marketo, HubSpot, DemandBase, Microsoft 365, SharePoint, JIRA, Asana, Monday.com

LANGUAGE SKILLS

Bilingual in English & Spanish

COMMUNITY LEADERSHIP

Bone Tumor Awareness (Non-profit virtual support group)

Founder & Patient Advocate