

Ralph W. Demmler

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- Multi-channel marketer leveraging innovative tactics, automation and data analysis to create customer journeys and continually improve campaign performance
- MBA adept at managing a matrix of stakeholders to craft pragmatic strategic plans, create engaging content, execute campaigns that compel action, capture and cultivate leads into new sales
- Roots in sales and service that shape content and tools that support customer facing teams

Professional Experience:

Multi-Channel Marketing Consultant

2017 to 2018

Principal resource for marketing and sales automation cloud system requirements gathering and implementation

- operationalized Hubspot Marketing, CRM and Sales Clouds for a small manufacturing client's first ever foray into email marketing and sales automation
- configured Microsoft Outlook integration for minimal disruption of sales & services existing user interface
- compiled contact database from first and second party sources, configured sending domains and implemented deliverability tactics to achieve a 19% open rate and no spam reports on inaugural email campaign
- completing Hubspot Marketing and Sales Certifications

Merkle (Marketing Services Div.)

Associate Account Director

2016

Account and project manager assuring maximum return for a diabetes brand's investment in Merkle's database management, CRM/ email campaign, programmatic digital advertising and analytics services

- directed pharma client engagement, vendor partner collaboration, status reporting, and new processes to build, deploy, measure, and optimize patient acquisition and adherence campaigns
- managed marketing services team members, analysts, and subject matter experts to respond to unplanned brand and compliance requirements, and segment a database of 2 million contacts
- implemented responsive design email and lead verification & scoring as new best practices
- recommended tactics based on analysis of email deliverability metrics, A/B tests and customer experience that rehabilitated a bad sender reputation and improved open rates to 30% –well above industry benchmarks

IMS Health (now IQVIA)

Relationship Manager

2013 to 2015

Client success resource assuring maximum return on life science and healthcare brands' investment in IMS' *Nexus Marketing* campaign automation/ CRM/ database/ analytics cloud solution (SaaS)

- led client and agency partner engagement, project management, status reporting, user adoption, strategic business reviews, and requirements gathering for multi-channel HCP and patient marketing
- managed tech support, solution architects, professional services, product development, data analysts and other IMS business units to deliver on contract terms and client expectations
- drove six-figure license agreement renewals, product development SOWs and new project proposals
- navigated Nexus' largest client through data quality and platform issues to surpass annual engagement objectives for a loyalty program of 8 OTC and Rx brands, 3 million members, and 100 million transactions

Harte Hanks

Senior Marketing Programs Manager

2012 to 2013

Created, executed and tracked demand generation campaigns targeting pharma and health insurance segments for an “omnichannel” marketing services agency

- collaborated with subject matter experts to author branding, thought leadership content, and sales presentations
- spearheaded implementation of Oracle’s Eloqua marketing automation cloud (SaaS)
- generated qualified leads through list acquisition, outbound telesales, web content, webinars, social media, direct mail, events, and email campaigns, and met targets for appointments

Beacon Healthcare Communications (Interactive Div.)

Manager of CRM Strategy and Programs

2008 to 2012

Managed and measured acquisition and adherence programs for agency’s pharma and medical device clients, including multi-channel CRM campaigns, SEO/SEM, call centers, and co-pay cards

- reengineered and managed day-to-day operations, of a patient acquisition and loyalty program that lifted Rx adherence 17% for a client’s \$700 million eye care franchise
- managed clinical customer service call center, IVR/ operator response service, and database & fulfillment vendor partners to yield continual improvement in service levels at same cost/ FTEs
- led agency’s search engine optimization practice and digital advertising partners; PPC, display, affiliate
- analyzed Google Analytics, SQL query, Excel, search, call center, fulfillment, email and CRM program data to report on campaign performance, guide tactics, forecast and optimize customer experience

MARS Drinks Group

e-Business Marketing Manager

2006 to 2007

Managed e-commerce website, paid search (SEM) and email campaigns then measured impact on customer acquisition and cart & call center purchases

- reduced PPC ad spend by 55% while improving click through and conversion rates by 300%
- published a biweekly email that encouraged wider product selection and generated 200 orders per send
- developed *myflavia.com*’s product sampling feature, shopping cart itemizer, and shipping discounts which increased order amount by 15% and encouraged self-service

Voxware and Vocollect

Director, e-Marketing and Demand Generation

2003 to 2006

Designed and deployed sales force automation (CRM) and digital communications to generate new business for the #1 and #2 providers of voice driven supply chain solutions

- implemented salesforce.com to automate email campaigns, lead capture/ cultivation and sales opportunity dashboards. In first quarter, prospected a \$23 million pipeline, 177% of goal
- developed outbound telemarketing programs, demand generation campaigns, and sales reps’ correspondence
- commissioned content management system (CMS) to roll out new branding and vertical marketing strategy

Early Sales & Marketing Experience:

Alcoa Home Exteriors

Manager, e-Marketing and Direct Marketing

- reengineered two e-business portals into a single, user-friendly site that grew traffic and transactions 350%
- consolidated fulfillment and call center vendors to net a \$100,000 savings and improve customer service
- evangelized CRM and digital initiatives to drive adoption by sales, customer service and partners
- developed *Colorscapes* home design visualization app

Ericsson (formerly *FORE Systems*)

Senior Manager, Channel Marketing for the Americas

- developed VAR partner programs, marcom, events, PR and Seibel CRM
- published a weekly blog that acquired 60 *PartnerWeb* registrants per month
- promoted from **Manager, Marketing Programs** and **Inside Sales**

Anixter International (network hardware VAR)

SME Sales Manager

- hired and trained new business development team, and championed “Sales Desk of the Future”
- achieved 100% to 135% of monthly sales and margin targets
- promoted from **Account Manager**

Pittsburgh High Technology Council

Manager, Membership Development

- achieved 120% to 200% of quarterly sales goals for trade association company memberships
- promoted from **Assistant Marketing Manager**

Education:

M.B.A. Katz Graduate School of Business, University of Pittsburgh

Marketing and Finance

B.A. Middlebury College

Economics major, Studio Art minor

Certificate Penn State Great Valley Professional Education

Project Management and SQL Database