

Elysia Knox
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Professional Profile

Experienced leader and brand marketing professional with 10+ years in healthcare marketing and a history of growing business' customer bases significantly. Executive MBA graduate who successfully manages multimillion dollar budgets, serves as a thought-leader via Forbes column, and is comfortable supervising up to 10 direct reports.

Professional Experience

VP of Brand Marketing, GoodRX, Santa Monica, CA

April 2019 – Present

- Manage and balance department's \$5.2M budget.
- Develop new brand slogans and ad campaigns and assure overall brand consistency.
- Maintain position as industry thought-leader, writing a monthly column on best brand marketing practices for Forbes.

Director of Brand Marketing, Doctors on Demand, San Francisco, CA

April 2015 – March 2019

- Grew customer base by 28% over two years.
- Planned and oversaw the company's content strategy, including social media, blogging, videos, and public relations.
- Supervised and mentored 6 direct reports.
- Identified opportunities for growing brand visibility, recognition, and engagement in current and new markets.

Assistant Director of Marketing, Healthcare Ambulatory Marketing, Cupertino, CA

September 2011 – July 2015

- Designed and implemented three multi-channel brand marketing campaigns.
- Assessed all marketing for consistency across brand touchpoints.
- Improved homepage design for user experience.
- Managed day-to-day communication with an outside public relation agency.

Senior Brand Manager, BetterHelp, Silicon Valley, CA

April 2008 – August 2011

- Earned community growth of over 250K fans across all social media platforms in two years.
- Researched competitor activities, consumer markets, and market trends.
- Translated brand elements into plans and go-to-market strategies.
- Measured performance of marketing campaigns and assessed ROI and KPIs.
- Developed informative and engaging content for internal and external communication, such as blog and intranet articles.

Education

Bachelor of Arts in Advertising

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, CA, May 2006

Masters of Business Administration - Executive Program

CALIFORNIA STATE UNIVERSITY, Los Angeles, CA, May 2008

Key Skills/Knowledge Areas

- Branding
- Online Advertising
- Managing Leadership
- Ability to Delegate
- Receives Feedback Well