**COURTNEY WAKEFIELD**

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**PROFESSIONAL SUMMARY & ACHIEVEMENTS**

Seasoned and highly motivated marketing and digital executive with 19 years of experience driving growth through strategic thinking, innovative change, creativity, and empathetic leadership. Proven ability to revitalize organizations and maximize untapped opportunities.

* 12 years of digital and marketing leadership supporting brands across B2C and B2B, with a focus in healthcare
* Led a digital transformation initiative saving our organization $2 million annually
* Led award-winning brand identity and campaign launches resulting in record-high awareness / consideration
* Achieved top-decile employee engagement rankings
* Editorial Board member for the *Journal of Digital and Social Media Marketing*

**KEY COMPETENCIES**

* Leadership Development and Team Management: Proven strategic leader and coach with a passion for developing and leveraging individuals’ strengths to drive business objectives
* Transformation and Innovation Management: Experienced in driving collaboration to incubate strategically aligned innovation and transformation initiatives across organizations
* Emerging Media and Technology: Adept at analyzing emerging capabilities and preparing teams to adopt new technology and approaches that enable efficiency and innovation

**EXPERIENCE**

Vice President of Marketing, Digital and Transformation | Oct 2022 - Present  
*Children’s Health*

* Provided strategic vision for a full-stack marketing team of 50+ hybrid and remote team members across Brand Marketing, Service Line and Product Marketing, Advertising, Content and Storytelling, Creative Design, Digital, Email / CRM, Channel Management, and Operations
* Consistently achieved industry-leading employee engagement scores
* Led a rebrand and brand campaign launch resulting in record-high attribution and consideration
* Oversaw content investments leading to 38% increase in organic traffic and 9% more patient appointments (sales)
* Maintained a flat $24 million budget during inflation by eliminating inefficiencies
* Established performance measurement strategy and dashboards
* Designed and launched a Transformation Incubator to identify, prioritize, and develop transformation initiatives aligned with strategic goals
* Led a website modernization initiative saving our organization $2 million annually on legacy platform fees
* Collaborated closely with our Physician Outreach Team to support their Business Development and Sales Channels with persuasive materials

Sr. Director of Marketing Channels and Operations | Oct 2021 - Aug 2022  
*Children’s Health*

* Led a team of 30+ team members across all Marketing channels including Digital, Brand, Advertising, and Experiential Marketing
* Achieved top-decile employee engagement scores during the height of the pandemic

Director of Digital Experience | Dec 2019 - Oct 2021  
*Children’s Health*

* Led a team of 8 team members responsible for UX, SEO, Paid Search, and Digital Strategy for the B2C and B2B audiences
* Grew organic traffic by 308%, increasing patient acquisition by 139%, accounting for $48 million in additional revenue annually
* Cut paid search costs in half while earning 4X appointment requests

Manager of Consumer Digital Experience | May 2017 - Dec 2019  
*Children’s Health*

Sr. Manager of Digital Strategy | Dec 2015 - Apr 2017  
*Dynata (Formerly Research Now SSI)*

Director, Digital Strategy | Jan 2015 - Dec 2015  
*Atomic Design & Consulting*

Regional Manager of eCommerce | May 2013 - Feb 2015  
*Hilton*

Manager of SEO & Paid Search | May 2013 - Oct 2013  
*Atomic Design & Consulting*

**EDUCATION AND QUALIFICATIONS**

* BA, Emerging Media & Communications | University of Texas at Dallas
* Certified Professional Coach | Academy of Creative Coaching
* Certified Nonprofit Board Member | NonprofitReady
* Enterprise Design Thinking Practitioner | IBM

**PROFESSIONAL AFFILIATIONS**

* Society for Health Care Strategy and Market Development (Current Member)
* *Journal of Digital and Social Media Marketing* (Current Editorial Board Member)
* Black Tie Dinner (Former Board of Directors Member and Marketing Chair)

**AWARDS & PUBLICATIONS**

* 2024 CLIO Award for Use of Music in Film & Video
* 2023 Healthcare Marketing Impact Awards Award for Film/TV/Video Campaign of the Year
* 2022 eHealthcare Leadership Awards for Best Healthcare Content
* 2020 PR Daily’s Digital Marketing and Social Media Award for Best Content Marketing Campaign
* 2019 *Journal of Brand Strategy*, Achieving position 0: Optimizing your content to rank in Google’s answer box
* 2018 Innovation Women Marketing Super Panel Award