



jennyfrazier

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EXPERTISE

Digital & Social Media Strategy
Brand Marketing
Project Management
Print & Web Production

DIGITAL SKILLS & TOOLS

HTML/CSS/PHP
Adobe Creative Suite
Sharepoint
Hubspot
Wordpress
Silverpop
Exact Target
Constant Contact
Hootsuite
Spredfast
Dynamic Signal
Meltwater
Google Analytics
Adobe Analytics
Basecamp

EDUCATION & MEMBERSHIPS

Suffolk University
Bachelor of Arts in Communications

SocialMedia.org Member

Biotech 101 for Non-Scientists,
MassBio

SXSW Interactive

ACCOLADES

Finalist in 2017 MITX Awards for
RareCount

Shire 2016 CEO Award

Forbes HBS ranked #1 in the 2013
Business School Social Media Ranking

OnlineMBApage.com HBS ranked #2 in
the Top 100 Most Social Media Friendly
MBA Schools for 2013

ASSOCIATE DIRECTOR, DIGITAL COMMUNICATIONS

Shire » Boston, MA » May 2015 – Present

- » Advise on the end-to-end visitor digital experience, consult cross-functionally with corporate and commercial teams to build optimal digital experiences, comprehensive, integrated content dissemination plans that increases corporate brand awareness, drive web and social traffic and creates visitor engagement
- » Develop and maintain employee and professional use Social and Digital policies and procedures in accordance with FDA/FTC regulations and Shire's Medical, Compliance, HR, Legal and Regulatory guidance
- » Worked with International and U.S. Regulatory to develop a standardized and global social media submission process for branded, unbranded and corporate
- » Educate and train global organization on social compliance (in accordance with regulations), use, purpose, and best practice.
- » Wrote and executed communications and social media plan for 3 acquisitions, including Cubist/Merck, Dyax, the \$32B Baxalta combination in June of 2016, covering all channel profile updates, content development, design, approval and dissemination, paid strategy and campaign performance analysis
- » Partner with departments and franchises across the organization most notably HR, IR and all 7 franchises (Genetic Diseases, Neuroscience, Ophthalmology, Hematology, Internal Medicine, Immunology and Oncology) to advise on compliant content and to create and disseminate content for Corporate channels
- » Coordinate with internal partners and through the use of social listening platforms to define successful key performance indicators, refine digital and social media efforts, and assess tools and platforms to ensure strategic delivery of digital objectives
- » Launched two corporate social media channels
- » Have grown LinkedIn following by 58%; Twitter by 450%
- » Launched Shire Science + Innovation, a content hub to house Shire thought leadership
- » Lead #RareCount, Shire's 2017 Rare Disease Day campaign which included campaign landing page, digital toolkit, paid strategy, and campaign performance analysis
 - » 43% of visitors shared a RareCount and every share generated 4 new visitors to the campaign landing page
- » Developed Employee Social Media Advocacy Program
- » Drove the evaluation, procurement of and onboarding/rollout process for both a new Social Media Relationship Platform and Employee Advocacy Platform

SENIOR MANAGER, GLOBAL DIGITAL & INTEGRATED COMMUNICATIONS

Cubist Pharmaceuticals » Boston, MA » July 2014 – May 2015 (Acquired by Merck)

- » Partnered with colleagues in the development and implementation of integrated communications plans and programs with a focus on digital communications (web/social), advertising, sponsorship/events and executive communications initiatives
- » Lead the development of a content-driven online media center which advances Cubist's thought leadership in both offline as well as online platforms
- » Managed Cubist's social media presence on LinkedIn, Twitter, YouTube and other venues, as well as seed content into social applications, as needed
- » Coordinated with internal partners to develop processes and implement analytics to ensure that all communications programs are measurable in order to optimize results
- » Became the leading advocate of Cubist in social media spaces, engage in dialogues and answer questions where appropriate; engage with current and build new internal social media ambassadors; encourage the integration of social media processes into Cubist's lines of business
- » Devised, developed and implemented offline and online marketing materials to support Cubist's thought leadership, including disease state educational materials and speaker presentations
- » Advised on trends in digital and social media best practices, tools, and applications and adapt internal activities as appropriate; select and manage tools to manage and automate processes
- » Managed brand listening, defense, and cleanup activities
- » Ensured Cubist website and all corporate brand and digital communications meet global compliance and regulatory requirements.



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ASSOCIATE DIRECTOR, DIGITAL MARKETING & COMMUNICATIONS

Harvard Business School » Boston, MA » January 2011 - July 2014

- » Lead interactive projects and oversee technical development of digital experiences including HBS websites and apps, multimedia, blogs, marketing campaigns, email marketing and custom features for social networking sites while ensuring products meet marketing objectives, client budgets and deadlines
- » Defined requirements for interactive/digital projects
- » Coordinated the quality assurance process and assist in product testing
- » Designed and documented the strategy, standards, guidelines & policies for social media engagement across the school
- » Assessed the ongoing effectiveness of HBS's digital channels, establish benchmarks and interpret data to provide actionable recommendations using a combination of web and social media analytics tools including Spredfast, Hootsuite, NetInsight & Adobe Analytics
- » Owned HBS social and digital media community management (Facebook, Twitter, Instagram, YouTube, iTunes U, LinkedIn, Google+, Storify) and acts as social brand steward and ambassador
- » Organically increased HBS's Twitter followers from 5.5k to **103K+** and Facebook fans from 3.5K to **149k+**
- » Chaired HBS's community group of social media managers
- » Developed and managed social media editorial calendar
- » Consumed, curated and shared HBS thought leadership with external communities

DESIGN & DIGITAL MEDIA SPECIALIST

Boston Convention Marketing Center » Boston, MA » May 2006 – January 2011

- » Responsible for the strategy, design, and implementation of all e-marketing, social media, directed sales marketing/collateral, and event coordination materials for the BCMC
- » Served as the primary creative resource and project manager for Advantage BOSTON's digital media presence including a complete website overhaul, company blog, and all social media outlets (LinkedIn, Facebook, Twitter, Flickr, and Youtube)
- » Implemented the BCMC's first unified branding
- » Created all 3-2-1 Connect and Springfield First marketing and advertising materials while ensuring continuity with the existing Advantage BOSTON brand.
- » Designed, produced and edited the monthly "Advantage BOSTON Insider" e-newsletter for hotel partners.
- » Primary corporate contact and director for all professional photo shoots related to the development of Advantage BOSTON, 3-2-1 Connect and Springfield FIRST marketing programs as well as the photo libraries for the BCEC, Hynes, and MassMutual Center.
- » Responsible for contractor selection and relationship management for related digital media and print marketing projects.

SENIOR MARKETING COORDINATOR

ACS Unclaimed Property Clearinghouse » Boston, MA » June 2002– May 2006

- » Created and designed brochures, PowerPoint presentations, takeaways and promotional gift items for over **50** industry conferences, seminars and meetings; was main contact and coordinator from registration to end of event.
- » Worked with senior managers to plan and execute seminars, conferences, dinners, workshops, site visits, and other special events for government and corporate clients.
- » Directed and mentored a five-member team structured to plan and coordinate all ACS employee functions including holiday parties, summer outings, and monthly 'employee appreciation' events.
- » Developed and maintained successful relationships with on site coordinators and other area vendors including florists, caterers, DJs, printers, and designers.
- » Partnered with over a dozen vendors and contractors to coordinate, plan and host the ACS Unclaimed Property User Conference, an annual four day meeting designed to educate state treasurers and unclaimed property administrators on new industry standards and procedures.