



jennyfrazier

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EXPERTISE

Digital & Social Media Strategy
CMLR Process & Compliance
Brand Marketing
Project Management

DIGITAL SKILLS & TOOLS

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

EDUCATION & MEMBERSHIPS

Suffolk University
Bachelor of Arts in Communications

SocialMedia.org Company Chair

Biotech 101 for Non-Scientists,
MassBio

SXSW Interactive

ACCOLADES

Two 1st place 2017 MITX Awards
RareCount: Healthcare, Wellness &
Pharmaceutical Marketing and Digital
Customer Experience

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

DIRECTOR, HEAD OF SOCIAL MEDIA & DIGITAL COMMUNICATIONS

Shire » Boston, MA » July 2017 – Present

- » Advise on the end-to-end visitor digital experience, consult cross-functionally with corporate and commercial teams to build optimal digital experiences, comprehensive and integrated content dissemination plans that increase corporate brand and disease awareness, drive web and social traffic and create visitor engagement
- » Developed and launched *Amplify*, Shire's Global Employee Social Media Advocacy Program to **23,000 employees** in more than **65 countries**
- » 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 the development of compliant disease awareness content for dissemination across Corporate channels
- » Support and guide, where needed, external agencies in the development of digital deliverables, assets, sites, systems and applications
- » Engage with a multi-disciplinary team to help support a technology evaluation, including business case development, and implementation.
- » Drive awareness of the best use of the channels available to ensure maximum impact and engagement across the enterprise.
- » Developed 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

ASSOCIATE DIRECTOR, DIGITAL COMMUNICATIONS

Shire » Boston, MA » May 2015 – July 2017

- » Led #RareCount, Shire's 2017 award winning Rare Disease Day campaign which included digital strategy, 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
- » Launched Shire Science + Innovation, a content hub to house Shire thought leadership
- » Worked with International and U.S. Regulatory to develop a standardized and global social media submission process for branded, unbranded and corporate content
- » Educated and trained global organization on social compliance (in accordance with regulations), use, purpose, and best practice.
- » Wrote and executed digital strategy 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
- » Coordinated 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
- » Have grown LinkedIn following by **58%**; Twitter by **450%**
- » Drove the evaluation, procurement of and onboarding/rollout process for both a new Social Media Relationship Platform, 24/7 Adverse Event Monitoring Vendor 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), disease awareness, advertising, sponsorship/events and executive communications initiatives
- » Lead the development of a content-driven online media center "Superbugs" which advances Cubist's thought leadership in both offline as well as online platforms
- » Devised, developed and implemented offline and online marketing materials to support Cubist's thought leadership, including disease awareness materials and speaker presentations



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- » Coordinated with internal partners to develop processes and implement analytics to ensure that all communications programs are measurable in order to optimize results
- » Managed Cubist's social media presence on LinkedIn, Twitter, YouTube and other venues, as well as seed content into social applications, as needed
- » 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
- » Managed brand listening, defense, and cleanup activities
- » Ensured Cubist website and all corporate brand and digital communications meet global compliance and regulatory requirements.

ASSOCIATE DIRECTOR, DIGITAL MARKETING & COMMUNICATIONS

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

- » Led interactive projects and oversaw 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
- » Created and launched the (still active) #LifeatHBS campaign, a global UGC campaign attracting perspective students, current students, alumni, employees to share more than **30k** pieces of content
- » 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
- » Consumed, curated and shared HBS thought leadership with external digital 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, 3-2-1 Connect and Springfield FIRST's digital media presence including a complete website overhauls, blogs, digital advertising and all social media outlets
- » Implemented the BCMC's first unified branding
- » Designed, produced and edited the monthly "Advantage BOSTON Insider" e-newsletter for hotel partners.

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.
- » 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.
- » 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.