

SHELBY GARNER

Creative / Marketing

EXPERIENCE

2020 to 2022 / Relatient / Partner Marketing Manager

Build and optimize Relatient's go-to-market approach and sales effectiveness for over 20 strategic partnerships

Assist in developing high-quality content for marketing and sales enablement such as presentations, blog posts and articles, and web copy, competitive battle cards, sales training material, and more

Communicate innovation to partners through compelling messaging in a way that resonates emotionally and intellectually

Develop a marketing plan for the partners, including key activities and budgets to support the retention of existing customers and the acquisition of new customers

Maintain partner marketplace landing pages and partnership micro-sites

2016 to 2020 / CarePayment / Creative Director

Fully own the patient experience through end-to-end engagement for every CarePayment member, and the implementation of marketing campaigns across all print and digital platforms and mediums

Develop new material and enhance existing collateral to meet the needs of each provider and their patients; includes graphic design for print and digital vehicles, press releases, social media, community event presence, among others

Work with internal and external compliance teams to ensure compliance with all applicable healthcare and consumer finance regulations

Use digital marketing automation to develop and execute successful lead generation and nurture email campaigns

2014 to 2016 / Sharecare / Graphic Designer

Responsible for designing custom print and digital engagement marketing material for over 20 clients including a Fortune 100 Employer Market account

Collected and analyzed data around consumer needs, demographics and habits

Supported brand management and execution to ensure consistency across brand through all channels

EDUCATION

Fanshawe College / Bachelor's degree, Graphic Design

CAPABILITIES

Adobe Creative Cloud

Microsoft Office

CRM Tools including Hubspot, Pardot

Trained in Design Thinking: Consumer-centric Approach to Problem Solving

Outstanding communication skills, both written and verbal