

# Marilyn Parra

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## CLIENT HIGHLIGHTS

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- Instrumental in developing CRM program that increased RX conversion
- Lead social media efforts across multiple platforms
- Influential in identifying new digital trends and implementation process for pharma
- Completed UX Design immersive course to better understand the consumers' digital needs

## WORK EXPERIENCE

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Area23 (IPG Health Company) New York, NY

Mar. 2019 – Present

Engagement Director

- Create customer journeys that determine when brands can most effectively interact with customers
- Lead social media content strategy in a restricted pharma space
- Social media community manager and moderator
- Perform research to aid in channel selection and audience media preference

Digitas Health, Philadelphia, PA

April 2018 – Mar.2019

Group Account Supervisor AbbVie (HUMIRA)

- Day to day client partner ensuring digital projects are delivered on time and budget

Guidemark Health, Parsippany, NJ

Nov.2017 – Dec.2017

CRM Consultant - developed Customer Relationship Management (CRM) Program for Simparica

- Audit of current program and application of best practices/ Recommended short term updates
- Designed framework for 2018 CRM Program using data analytics to improve registration and engagement

Twiage, Boston, MA

Mar. 2017 – Apr. 2017

UX Consultant - developed a feature for a cloud base application

- Produced scalable feature for different size hospitals
- Persona development/User Research and testing/ Created wireframe sketches

Publicis North America, New York, NY

Aug. 2013 – Mar. 2017

Digital Account Director AbbVie (HUMIRA 5 indications)

- Key driver in creative development and execution of CRM campaigns including direct mail pieces, by exercising strategic thought leadership and brand stewardship
- Lead day-to-day management of account, ensuring that projects were implemented appropriately, delivered accurately and on budget
- Account lead and collaborative partner to client and multiple agencies including database management agency
- Instrumental in yearly tactical planning of platforms and associated tactics
- Collaborated on strategic implementation of retargeting models and segmentation efforts
- Partnered with medical, regulatory, legal teams to successfully implement feedback across tactics

Havas Worldwide, New York, NY

Sep. 2012 – May 2013

Account Supervisor GSK (POTIGA)

- Manage creative development and strategic planning of digital and off-line materials to launch POTIGA
- Participate in strategic development of caregiver tactics and brand positioning
- Develop unbranded mobile app to help patients track seizures and medication reminders

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## WORK EXPERIENCE

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Prime Access, New York, NY

Mar. 2011 – Sep. 2012

Senior Account Executive /Account Supervisor Merck (VICTRELIS)

- Managed digital advertising, strategy, and production through strong partnerships
- Instrumental in launching website [www.merck-cares.com](http://www.merck-cares.com)
- Was a key player in the global launch of a first-in-class protease inhibitor for the treatment of hepatitis C infection

Other Accounts: Account Executive Sprint, Pepsi, NY Lottery & US Army

## EDUCATION

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General Assembly

Boston, MA

User Experience Design Immersive 10 week course

Marymount Manhattan College

New York, NY

BS, International Business Communications

American University in Paris

Paris, France

Ecole Française des Attachés de Presse

Paris, France

## SKILLS & METHODOLOGIES

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Sketch, InVision, Fluent Spanish, and Moderate French

User Research, Competitive Analysis, Persona Development, Storyboards, Site Mapping, Prototyping, Wireframing