

**Emma C. Vought, MS, CMI, PCM, CDMP**  
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## WORK EXPERIENCE

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### Digital Marketing Director

Medical University of South Carolina - Office of Marketing and Communications

*March 2022 - Present*

#### Strategic Marketing and Campaign Management

- Establish and implemented a multi-channel marketing strategy incorporating Search Engine Marketing (SEM) and social media advertising, ensuring optimal staging and pacing and integrating new customer relationship management and marketing automation platforms, achieving an ROI of 19.99:1 YOY
- Orchestrate enterprise content marketing strategy, leveraging Search Engine Optimization (SEO) and keyword research; instituted a web content portal, e-newsletters, podcast, social media content, blogs, and videos; increasing new users by 35% and pageviews by 100% vs. YAGO
- Lead strategy and execution of reputation management, handling over 143,000 provider and location listings on third-party sites, achieving a contribution margin of over \$1.4M, and improving impressions by 45.4% and clicks by 40.5% vs. YAGO

#### Cross-Functional Collaboration

- Administered lead generation solution which incorporated industry trends of machine learning and artificial intelligence in digital campaigns, resulting in a 560% increase in contribution margin vs. YAGO
- Created and deployed sales enablement materials for our physician liaisons, leading to exceeding revenue targets by 15%
- Direct enterprise-level social media strategy, resulting in a 20% average increase in followers YOY across channels
- Motivate a team of reports, implemented process improvement leading to a 25% increase in project efficiency

#### Budget Management, Data Analysis, and Market Research

- Support marketing representatives in over 20 service areas and four colleges covering research, education and healthcare by conducting market research, performance tracking, data visualization, and presenting on digital analytics
- Negotiate contracts and manage budget totaling over \$4M, adhering to contract commitments and compliance guidelines

### Senior Campaign Manager - Cancer, Transplant, Digestive Health, Affiliations

Medical University of South Carolina - Health Marketing

*December 2019 - March 2022*

- Optimized digital footprint for various service areas incorporating SEO, SEM, and authoring web content, resulting in a \$217K yearly conversion value
- Integrated Salesforce CRM and defined unique value proposition, increasing in contribution margin by \$314k vs. YAGO
- Crafted effective integrated marketing campaign strategies for successful service launches involving market research, keyword research, competitor analysis, and seamless collaboration with cross-functional teams
- Established and deploy monthly enterprise e-newsletter, disseminated to over 260K subscribers with increased audience growth of 73.9% vs. YAGO and average open rates of 25.6%
- Produced award-winning creative assets such as videos, digital ads, collateral, and promotional materials

### MarCom Program Manager

Medical University of South Carolina - Hollings Cancer Center

*August 2018 - November 2019*

- Planned, created and implemented internal and external comprehensive communications and marketing campaigns to drive awareness, demand, and conversion spanning web production, copywriting, email, social media, and events
- Drove 300% improvement in visitors by directing web migration to new CMS and optimizing SEO and UX/UI
- Managed social community and increased social media following and engagement by 20% in six months
- Executed, analyzed, optimized and reported on paid campaigns on self-serve ad platforms
- Established crisis communication plan, partnered with media, and created dashboards to report on earned media efforts

## Program Manager

Medical University of South Carolina - Office of Marketing and Communications

July 2016 - July 2018

- Spearheaded referral marketing strategy, crafting and executing educational, clinical, and research content for web, digital ads, and quarterly magazine, achieving a 25% boost in clinician engagement and reaching over 60,000 physicians
- Elevated user engagement by 20% through the production of scientific and medical videos for an online portal
- Maintained brand governance frameworks, ensuring consistency and alignment across the enterprise, resulting in a 20% improvement in brand coherence and customer perception
- Oversaw creative content development of video, animation, and illustration team; directed the planning, tactical execution, and reporting on creative efforts

## Communications and Marketing Liaison

Medical University of South Carolina - Neurosciences

October 2009 - June 2016

- Developed and executed a comprehensive communications and marketing strategy for Neurology, Neurosurgery, and Neurosciences Research, resulting in a 15% growth in public awareness within the first year
- Created diverse, compelling collateral and educational materials for innovative medical devices, encompassing brochures, online tutorials, and presentations to effectively convey technical information
- Administered marketing initiatives, conducted market research, analyzed and reported on metrics and KPIs
- Organized and directed health care events and community outreach

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## EDUCATION

MS, Biomedical Visualization/Medical Illustration - Augusta University (*formerly the Medical College of Georgia*)

BA, Biology and BA, Studio Art - College of Charleston

Graduate of MUSC's Advanced Leadership Program - Medical University of South Carolina

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## CERTIFICATIONS

American Marketing Association Professional Certified Marketer in Digital Marketing

Digital Marketing Institute Certified Digital Marketing Professional

Certified Medical Illustrator

Google Analytics and Google Ads Certified

Microsoft Ads Certified

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## TECHNICAL SKILLS

Adobe Creative Suite, Customer Relationship Management (CRM), WebMD Ignite CRM, Salesforce, Oracle Eloqua, Hootsuite, Meltwater, Social Media Platforms, Google Analytics, Google Ads, Microsoft Ads, Content Management Systems (WordPress, Site Executive, SiteCore, Squarespace), E-newsletter Platforms (Mailchimp, Constant Contact, Staffbase), Yext, Conductor Searchlight, Crazy Egg, SpyFu, HTML, CSS, Project Management Software (Monday.com, Workfront, Asana), Maxon Cinema 4D, Tableau, SG2, NRC Health, Freshpaint, Microsoft Office Suite