



SERENA ROSCHMAN

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630-926-2801

Thoughtful communicator.
Mindful marketer.
Team builder.
Fearless project manager.
Compassionate educator.
Insatiable learner.

EDUCATION + TRAINING

Reforge

Growth Marketing Certificate (2022)
Product Marketing Certificate (2023)
Marketing Leadership Certificate (2023)

Learned strategies from marketing and product executives from top companies such as Google, Hubspot, Adobe, Ancestry, and Survey Monkey.

Cornell University

Integrated Marketing Certificate (2021)

Northwestern University

Master of Science in Health Communication (2019)

4.0 GPA; merit-based scholarship received.
Completed while working full time. Took coursework on user experience (UX), persuasive communication, health marketing, and digital media design.

Northwestern University

Bachelor of Arts in English (2004)

3.5 GPA; graduated early to accept a full-time position in academic publishing.

EMPLOYMENT

SIY Global

Marketing Director (June 2023 - present)

Marketing Manager (May 2022 - June 2023)

- Reworked our messaging and communications strategy to appeal to a more targeted set of stakeholders, leading to an increase organic website traffic by 333% YoY.
- Significantly enhanced our digital presence, leveraging data-driven insights to make strategic decisions, leading to reduced marketing spend of over \$100K while improving efficiency and outcomes.
- Developed a comprehensive product marketing strategy and drove demand for six new products.
- Managed multiple organizational change initiatives, including implementing Hubspot. During this process, I enhanced cross-functional communication by implementing collaborative strategies and tools, leading to improved team synergy and project efficiency across departments.

Client Marketing Manager

Twill, formerly Happify Health (May 2021 - May 2022)

Working in the complex landscape of health tech, I developed and executed client-specific marketing plans for large employers and health plans, driving engagement, client retention, and activation.

Managing Director

Room to Breathe Integrated Psychotherapy (May 2015-April 2021)

Collaborating with healthcare providers, I built a mindfulness-based education division within a psychotherapy practice from conception to offering robust curriculum to thousands of students per month. I executed an integrated, multi-channel B2C product marketing strategy that includes social media marketing, online and email marketing, brand management and development, and copywriting. Under my leadership, client population tripled and shifted from a local audience to customers from 20 states in 3 countries.

Freelance Mindfulness Instructor + Freelance Editor 2010-2015

Battling a serious health condition forced me to work differently. However it did not stop me. I used this time to study how yoga and mindfulness practices could be applicable to those with chronic pain and illnesses, studying evidenced-based methods from experienced teachers. I honed my public speaking and teaching skills by offering consistently in-demand classes to a wide-range of students previously not served by other programs.

Senior Project Manager

Northwestern University Press (2003-2010)

- + Successfully project managed complicated book projects from raw manuscript to completed product.
- + Developed strategies and systems to allow our department to increase productivity and quality simultaneously.
- + Worked collaboratively with authors to edit and improve their material.
- + Consistently earned the highest marks in performance reviews.

SKILLS

- **Marketing:** content development, marketing analytics, SEO, paid media management, new product launches, lead generation
- **Operations:** project management (including Agile methodologies), collaborative team building, people management, workflow analysis and optimization
- **Editorial:** writing, copyediting, proofreading
- **Technology:** Hubspot certified, Google Analytics, Google Ads, Jira, Asana, Airtable, SEMrush, Canva, Looker, Wordpress, Excel, Squarespace.