

jessica mcquay

education

The Johns Hopkins University Carey Business School

Candidate for master of
science in marketing, 2022

University of Baltimore

Master of arts in
communications design, 2009

Lebanon Valley College

Bachelor of arts in music
performance, 2003

Bachelor of music with emphasis in
sound recording technology, 2003

awards

Alfred Knight Marketing Excellence Award

Awarded by the Maryland Society
for Healthcare Strategy and
Market Development in 2014
for Best Website or Blog (Site
Migration and Redesign Project)

volunteerism

Performer, Musicians On Call

Performed music for patients and
families of patients at various
Baltimore and D.C. veteran's and
children's hospitals

Server, Hackerman-Patz House at Johns Hopkins

Served patients and families
at the Hackerman-Patz house,
a reduced-cost residency for
patients and families of patients
receiving treatment at Johns
Hopkins facilities

contact

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skills

Communications, Public Relations, Marketing

Healthcare marketing; medical device marketing; corporate communications; branding;
media relations; promotional/loyalty event and tradeshow planning; market research and
intelligence; strategic planning; follow-up metrics and analysis

Writing, Graphic Design

Writing and design for ads, brochures, web, social media, publications and executive
communications; photography, video and art direction for design concepts

Project Management

Budget planning; quality assurance in writing, design and web; management of in-house,
freelance and agency deliverables

Demand Generation, Sales Enablement and Support

Sales enablement and engagement strategy; demand generation programming; account-
based marketing and business development support; customer retention campaigning

experience

Philips Healthcare

Field Marketing Manager/Business Marketing Specialist, January 2019 to present

Serve as linkage between acute telehealth product development, business and North
America market teams

Manage market positioning, demand generation and sales support activities

Create go-to-market strategies for new products, medical devices and software releases

Activate timely sales enablement campaigns and programs to ensure ongoing market
awareness, reinforcement of the brand and qualified customer demand

Develop training and tools to enable sales, account management and services teams
to translate clinical, operational and financial value to customers through solution
storytelling with confidence and excitement

Stay educated and well informed with regard to acute telehealth industry trends,
professional organizations and thought leadership engagements in order to keep a pulse
on evolving customer pain points

Deliver regular market landscape and portfolio analysis updates, as well as ongoing
customer feedback, to product teams in order to continuously evaluate market position
and solution viability

Marketing Program Manager, January 2018 to January 2019

Positioned and marketed an end-to-end acute telehealth software and clinical
transformation model to English-speaking countries around the world, including the US,
UK, EU, UAE and Australia

Filled gaps in communication between product, marketing, sales and services teams

Collaborated within the larger Philips organization to gain visibility on eICU Program
software and services that could support larger patient monitoring cross-selling and long-
term strategic partnership opportunities

Contributed writing, design and editorial oversight to the development of marketing
collateral and sales presentations, as well as internal- and external-facing digital content

Activated digital content strategies that included a quarterly customer newsletter and a
social business advocacy campaign targeting key prospect stakeholders

Drove marketing and logistical coordination for more than 15 tradeshow across North
America, Europe, Australia and the Middle East

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experience

Johns Hopkins Bayview Medical Center

Web Content Manager, January 2016 to January 2018

Continued serving as member of Medical Center's central marketing and communications team, interfacing with hospital executives, administrators, providers and department heads, sitting on hospital committees and councils, and contributing to team duties involving media relations, crisis communications and public affairs

Owned and oversaw the daily production and content management for the intranet, public institutional and service line sites, and social spaces

Supervised and managed a senior content specialist on projects specific to our institution

Worked closely with Johns Hopkins Medicine's Internet strategy team on aligning common visionary efforts and goals

Contributed strategic writing, design and production skills to projects focused on building the Johns Hopkins Medicine brand through user experience, including social campaigns, video series, patient story highlights and specialized services content development

PR/Web Coordinator, February 2005 to January 2016

Served as a communications point person on several hospital teams and committees

Maintained relationships with clinical service line administrators to manage their marketing needs and expectations

Strategized marketing and communications solutions for matters throughout the hospital, and campaigns both internal and external

Developed almost all marketing collateral and publications in house, including a quarterly, 16-page consumer newsletter

Solely responsible for maintaining the Medical Center's intranet site, public institutional website and staff recruitment site, including content development, site production and administration

Collaborated with Johns Hopkins Medicine's Internet strategy team to transform the Medical Center's public web presence from a standalone institutional website to a seamless web experience, consistent with the Johns Hopkins Medicine brand and integrated with system-wide web strategies and technology

accomplishments portfolio

Available upon request.