

JESSICA MCQUAY, MA, MS

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[LinkedIn](#) | [Professional Portfolio](#)

OVERVIEW

20-plus-year marketing communications professional with a wide skillset and depth of experience in content creation and curation, integrated communications strategy, sales enablement, and channel activation; long track record of success collaborating with cross-functional teams across highly matrixed organizations and maintaining relationships with external partners, key opinion leaders, and vendors; holds graduate degrees in both marketing and integrated communications design; looking to take on a leadership role focused on building a strong marketing/communications talent and best practices ecosystem that helps to efficiently deliver on business goals, drive organizational performance, and underpin brand integrity

EXPERIENCE

Business Marketing Manager, North America Region, HeartStart AEDs

Philips Healthcare / Heartstream | Remote

February 2022 – present

Manage North America market positioning, demand generation, field and partner marketing activities to promote Philips HeartStart AEDs—the #1 selling AED globally—through a variety of activities including events, digital campaigns, trainings, sales promotions and incentives, and other engagement opportunities

Create and maintain product messaging, positioning, marketing and sales tools for use among a regional B2B/B2C partner distribution network of 500+

Collaborate with internal global product marketing teams and regional commercial leadership to strategically plan, activate, execute, and measure regional product launches, campaigns, promotions, and channel activation activities

Develop and maintain relationships, communications, and engagement with product resellers across North America to gain continuous voice-of-customer feedback and reinforce the tone of our AED business

Support transformation of digital marketing and eCommerce best practices that harness brand integrity and consistency across owned digital D2C and distribution network touchpoints

Business Marketing Specialist, North America Region, eICU/Connected Care

Philips Healthcare | Remote

January 2019 – February 2022

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

Managed market positioning, demand generation, and sales support activities

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

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

Developed 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

Stayed educated and well-informed on acute telehealth industry trends, professional organizations, and thought leadership engagements to keep a pulse on evolving customer pain points

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

Marketing Program Manager, Global Business Unit, eICU

Philips Healthcare | Baltimore, MD

January 2018 – 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

PR Coordinator/Content Manager

Johns Hopkins Bayview Medical Center | Baltimore, MD

February 2005 – January 2018

Served 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

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

EDUCATION

Marketing (MS)

The Johns Hopkins University Carey Business School | Baltimore, MD

May 2022

Integrated Communications Design (MA)

University of Baltimore | Baltimore, MD

May 2009

Music and Sound Recording Technology (BA, BM)

Lebanon Valley College | Annville, PA

May 2003

AWARDS

Alfred Knight Marketing Excellence Award (2014)

Awarded by the Maryland Society for Healthcare Strategy and Market Development for Best Website or Blog

VOLUNTEERISM

Performer, Musicians On Call

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