

# Jack Trout

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## PROFILE: MARKETING DIRECTOR • SENIOR MARKETING MANAGER

**B2C/B2B | Digital / Social Media Marketing | Creative Strategy | Integrated Marketing**

- Marketing career of 10+ years distinguished by rapid promotions, awards, and record of success building innovative, strategic integrated marketing campaigns that build brands in global competitive markets, spur revenue and profit growth, deliver superior ROI, and achieve strategic business goals.
- Consistently exceed revenue targets by "breaking through the noise" to engage customers and secure loyalty despite entrenched competitors, saturated markets, and shrinking budgets. Successfully develop brand identity and direct launch strategies of new products through full range of communication channels in the global market place.
- Passion for leveraging the dynamic, shifting landscape of media to drive strategic marketing initiatives in alignment with corporate objectives. Strong knowledge of media landscape (paid, earned, digital, social) with firm understanding of SEO and Web marketing best practices, Web analytics, and digital messaging platform.
  - SEO, SEM, Social Media
  - Social-Digital Marketing
  - Interactive Web Campaigns
  - Launch Strategies
  - Traffic Generation
  - E-Commerce
  - Global Communications/Marketing
  - Media and Marketing Analysis
  - Brand Ambassador Promotions

**Marketer of the Year Award** for driving MD Consult revenues and brand loyalty, 2009

**Outstanding Sales & Marketing Leadership Award** for successful branding and launch of HESI, Inc. product, 2007

**Outstanding Marketing Support of the Educational Sales Group** for driving Evolve Suite revenue growth, 2006

**Marketing Management Quota Club Award Winner** (8X)

## PROFESSIONAL EXPERIENCE

**ISCIENCE, LLC**, St. Louis, MO, 1/2000–present

*Global leading provider of science and health information with 7,000 employees in 24+ countries and \$9.7B in annual revenue (2010).*

**Marketing Director, Institutions & Electronic Marketing** (8/2009–present)

Provide strategic direction in marketing, brand development, and media strategy to promote product line nationally and globally. Collaborate across business units, marketing/brand teams, and senior management to ensure consistent, cohesive messaging in alignment with corporate objectives. Drive integrated online, traditional, and social media campaigns, including e-commerce and SEO strategies.

**Staff:** 11 with 5 direct reports. **Budget:** \$5M, 2011; \$8.7M, 2012. **Product line annual revenue:** \$100M, 2010.

**Product line:** new product currently in Beta, MD Consult, First Consult, Procedures Consult, ScienceDirect eBooks, The Clinics of North America, TheClinics.com, and Customer Engagement & Training.

Conduct quantitative/qualitative market research and analysis of customer segments to develop basis for marketing strategy and maximize brand reach/relevance—competitive and market analysis, gap analysis, and concept testing.

- Drove year over year increase in product line revenue: 12% increase in 2010; 15% increase in 2009.
- Developed Cause Marketing campaign in partnership with Doctors Without Borders, creatively navigating the lack of promotable customer-facing product enhancements. Resulted in 44% increase in individual subscription revenues, \$130K in donations to MSF, and positive press in 7 industry publications.
- Reversed revenue decline of print book unit through eBooks conversion and sales channels diversification. Maximized e-commerce through multivariate testing. Amplified impact by proactively promoting to key accounts and gaining trust with sales force. Achieved \$1.1M and \$2.5M in annual revenues on \$50K A&P budget.
- Spearheaded promotional plan to target small/medium hospitals directly via telemarketing campaign with segment-specific messaging to communicate value of MD Consult. Exceeded expectations with 25% increase in market share, 71 new customers from 769 leads, and \$710K in sales revenue.
- Created multi-lingual global marketing campaign to drive sales of MD Consult outside the US in Europe, the Middle East, Africa, and Latin America (EMEA/LA). Achieve 44% increase in revenues among current customer base, exceeding target 15% through up-selling content. Realized \$3M in additional revenue on \$30K A&P budget.
- Led marketing communication strategy for ClinicalKey product development and global launch. Developed brand identity—logo, color palette, value proposition, and messaging by target persona. Conducted market research, drove testing/usage through Alpha/Beta, and developed media plan and launch strategy for January 2012.

**Group Marketing Manager, Institutions & Electronic Marketing (8/2008–8/2009)**

As senior marketing manager, developed and executed strategic marketing plans for MD Consult. Conducted market research, situation analysis, competitive analysis, and analysis on key issues and objectives. Drove SEO, Web marketing, and social media strategy. Managed RFP process and vendor relationships.

**Staff:** 3 marketers. **Budget:** \$1.53M. **Product:** MD Consult.

- Bolstered revenues, customer perception, and brand loyalty of MD Consult among physicians/students against competitor product by implementing interactive social marketing campaign that engaged students online via Facebook, YouTube, and Twitter. Created Facebook-widget promotion for download and incentivized users to forward widget to others. Immediately garnered 597% increase in hits and 5,800% increase in Facebook fans.
- Developed SEO strategy for interactive digital/social campaign, working jointly with SEO specialist and website analytics manager. Developed and executed website research and multivariate testing strategy for SEO implementation. SEO-funnel optimization increased qualified traffic 3,800% and subscription conversions 15%.
- Maximized MD Consult revenues by boosting product image and connecting with end-users. Discovered customer pain points and built promotion that positioned product as the complete solution. Achieved 15% revenue growth through sales support materials and 10% revenue growth via integrated marketing efforts—interactive, social, homepage optimization, direct mail, and email.
- Drove customer usage of online MD Consult product to ensure loyalty and product renewal by implementing interactive promotion with prize incentives that showcased product content through usage guide scenarios. Realized 25,587 unique registrations and increased site usage 19% during promotion.
- Generated 42% increase in MD Consult eBook sales by maximizing product awareness/value through open houses and online/email promotion. Utilized analytics reporting to drive institutional up-sell through showcasing usage.

**Group Marketing Manager, eEducation Product Marketing (5/2005–8/2008)**

Established and led e-marketing strategy for Evolve Suite of electronic products for nursing and health professions education. Following acquisition of Health Education Systems (HESI), Inc., drove launch strategy for HESI testing products for nursing admissions, education, and exit preparedness. Built marketing team from zero up to 5 marketing personnel tasked to support HESI product and dramatic growth in product line.

**Staff:** 5. **Budget:** \$350K, 2007; \$150K, 2005. **Product line revenue:** \$29M, 2007; \$9.3M, 2005. **Product:** Evolve Suite.

- Drove 211% total revenue increase in 3 years. Launched 13 new online products that generated \$58M+ in new revenue from \$350K budget.
- Overcame challenge of promoting online product to 55-year-old demographic by orchestrating series of faculty education events where nursing educators delivered public presentations showcasing Evolve product. Grew events from 4 to 16 and hosted 770 faculty attendees that led directly to \$627K in revenue on \$168K budget, 2007.
- Implemented integrated print-digital campaign that drove awareness of online resources, resulting in 469% increase in faculty registrations to 80,608 post campaign.
- Designed segment-specific integrated print-digital campaigns that addressed slow faculty uptake and online inexperience to achieve 15.1% market penetration in online course adoptions (up from 7%). Incorporated print brochures, customized landing pages, guided tours, sample modules, and targeted email blasts.
- Led rebranding campaign across print, online, and social-digital media for Evolve eLearning Suite that increased awareness 37% among faculty surveyed. Developed brand architecture and nomenclature to link suite of products as cohesive solution for customers.

**Marketing Manager (5/2004–5/2005) | Product Manager (4/2002–5/2004) |  
Marketing Specialist (2/2001–4/2002) | Marketing Coordinator (1/2000–2/2001)**

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**EDUCATION | PROFESSIONAL DEVELOPMENT | AFFILIATIONS**

**Bachelor of Science (BS), Marketing, emphasis in Management, Missouri State University, 1998**

Computer Systems: Google Analytics • Omniture • Content Management Systems • Adobe Creative Suite • Adobe Dreamweaver • HTML • Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

**American Marketing Association Member**