

MANIJA - pronunciation: Ma-nE-sha; meaning: Little mani; origin: Indian. MANI - pronunciation: Ma-nE; meaning: Jewel; origin: Sanskrit; mani: warrior's wife; origin: Indian; meaning: In Hindu myth this is the name of serpent. MEDINA - pronunciation: mu-dE'nu; meaning: The old Arab or non-European quarter of a North African town. A safe place. The walled city; origin: Arabic. MARKHAM - pronunciation: Mar-k-ham; meaning: Homebody; origin: English.

Marketing communications professional focused on delivering creative and engaging solutions across a range of media. Senior designer, content creator, and brand strategist with more than 14 years of experience crafting award-winning campaigns that balance business needs with technology. Proven ability to oversee and manage multiple projects, meeting challenging deadlines while remaining on or under budget.

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EXPERTISE

- Graphic & Web Design • Project Management • Brand Development • Art Direction • Proposal Development
- Corporate Communications • Copywriting/Editing • Digital Media & Web Development • Social Media
- Email Marketing • Campaign Measurement • Web Analytics & SEO • UX Design • Presentation Development

TECHNICAL SKILLS

- Creative Cloud (CC) Illustrator • CC Photoshop • CC InDesign • CC Flash • CC Premiere • CC Dreamweaver
- Adobe Acrobat Pro • Microsoft 365 • Word • PowerPoint • Excel • Visio • Project • SharePoint
- Google Analytics • Google Adwords • GovWin • Hootsuite • Facebook • Twitter • Instagram • LinkedIn
- WordPress • Bronto • iContact • Quark • CorelDraw • Prezi • Powtoons • Skype • GoToMeeting

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EXPERIENCE

The Carolinas Center for Medical Excellence (CCME)

8/2004 – Present

Cary, North Carolina

Communications Specialist (originally Senior Associate, Design & Communications)

12/2006 – Present

KEY ACCOMPLISHMENTS:

- Spearhead corporate award programs, presenting statewide achievement awards to physicians in North and South Carolina.
- Maintain multimillion dollar backlog and capture planning portfolios, reporting on business development activities and making recommendations for performance improvement.
- Successfully executed \$20,000 Adwords campaign for Start With Your Heart program, increasing awareness and traffic by 433.07% (# of unique visitors compared to previous year) from Feb. 1 – May 31, 2012.

ESSENTIAL FUNCTIONS:

- Manage cross-functional proposal teams, ensuring timelines and requirements are met for private, state Medicaid, and federal contract bids.
- Execute integrated marketing communications activities: design, brand management, marketing collateral, internal communications, website, video, email, online and social media, conferences and trade shows, and outreach.
- Determine creative direction and marketing strategies, ensuring materials support strategic objectives and adhere to brand standards.
- Assist with media relations: media planning, writing press releases, and negotiating and planning media buys.
- Work with programmers to create custom content management system for clients and CCME.
- Create email marketing programs to increase subscriber acquisition and retention.
- Produce CCME's internal newsletter and blog as editor and designer.
- Develop and edit content for websites, blogs, newsletters, whitepapers, fact sheets, guides, business collaterals, proposals, newsletters, press releases, and advertising copy.
- Design and edit presentations for conferences, learning sessions, and webinars, using PowerPoint or Prezi.
- Provide guidance and educational training to leadership and staff on the appropriate use of communications, social media, and other online tools.

MANI MEDINA-MARKHAM

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Associate, Graphic Design & Corporate Communications

9/2004 – 12/2006

KEY ACCOMPLISHMENTS:

- Chaired multi-state Web team, ensuring corporate website met the needs of CCME, its brand, and site users.
- Created substantial cost savings for CCME by converting quarterly, paper-based newsletter to a monthly eNewsletter, eliminating printing and mailing cost for a readership of over 16,000 subscribers.

ESSENTIAL FUNCTIONS:

- Designed project-related and marketing materials for print and Web, ensuring quality completion of projects.
- Created marketing and branding strategies for CCME programs and divisions.
- Assisted with planning production schedules and creating marketing plans.
- Aided in bid evaluations for print, email, and mailing services.

School of Communications Arts

9/2003 – 9/2004

Raleigh, North Carolina

Publishing and Marketing Coordinator

- Acquired skills in project management, preparing copy and graphics for marketing collateral for the school.
- Created various marketing materials for the Admission department.
- Designed and produced materials for professional services activities.

Hummingbird Creative Group

5/2002 – 6/2003

Raleigh, North Carolina

Graphic Designer

11/2002 – 6/2003

Graphic Design Intern

5/2002 – 9/2002

- Collaborated with creative director on marketing campaigns for national clients.
- Designed promotional materials and brand identities for various clients.
- Created advertisements, stationery, logos, and other print and Web collateral.
- Gained experience creating print-ready files for submission to print vendors.
- Worked in a cross-platform environment (PC/Mac).

FREELANCE CLIENTS

- NC Healthcare Information & Communications Alliance, Inc. *11/2014 – present*
- Ever Better Integrative Health Coaching *7/2014 – present*
- CreatiVisibility *8/2011 – present*
- Clinical-Insights, LLC *11/2010 – 1/2016*
- National Forum for Heart Disease & Stroke Prevention *1/2007 – 11/2009*

EDUCATION

- School of Communication Arts Associates in Applied Science *Graduated 3/2003*
- School of Communication Arts Digital Media Diploma *Graduated 3/2003*
- University of Phoenix Marketing *2/2011 – 2/2012*
- University of North Carolina at Wilmington Psychology and Business *1999 – 2000*

AWARDS

Honored with 15+ creative and marketing awards: manimarkham.com/awards.html.

MANI MEDINA-MARKHAM