

ANNA



PROFILE

Passionate about building selfless, delightful brand experiences grounded in human insights and integrated across the customer journey.

Continually feeding a passion for learning and an unwavering desire to push the envelope.



TOOL KIT

COMMS PLANNING SEGMENTATION STRATEGY

EXPERIENCE DESIGN CREATIVE STORYTELLING

OMNICHANNEL INTEGRATION JOURNEY MAPPING

DIGITAL STRATEGY DATA ANALYTICS AND REPORTING

TREND REPORTING QA AND USER TESTING

MARKET ANALYSIS UNBRIDLED CURIOSITY



EDUCATION

M.S. IN MARKETING

Liberty University
GPA: 3.97

B.S. IN COMMUNICATIONS

Liberty University
GPA: 4.0



CONTACT

1606 Fox Hollow Road
Mechanicsburg, PA 17055

annagaudio92@gmail.com

717.385.5763

GAUDIO



WORK EXPERIENCE

SERA PROGNOSTICS / August 2021-Present / Salt Lake City, UT

Director of Experience Strategy

- Drive corporate and product marketing strategies, insights, and programs
- Strategize customer engagements built on observed needs that elevate the brand experience and differentiate the product offering
- Lead omnichannel, data-driven customer experience efforts across all customer groups, serving as point for direct-to-consumer efforts and all nonpersonal professional efforts
- Serve as thought leader and integral member of the Commercial team, bringing expertise in innovative digital marketing tactics and execution

MCCANN HEALTH NEW YORK / August 2018-August 2021 / New York, NY

VP, Experience Strategy Director

- Manage a team of experience strategists and lead engagement, social media, and digital strategy initiatives across 10+ brands, for both HCP and consumer accounts
- Act as voice of the consumer while developing strategic and creative solutions that promote and sustain engagement, build relationships, and drive behavior change throughout the customer journey
- Coordinate omnichannel and data integration strategies, activating client, internal, and third party insights in an effort to facilitate user- and data-driven marketing initiatives and optimization plans
- Serve as the global health lead for McCann Worldgroup's Innovation team, delivering internal and external thought leadership for emerging technology, trends and predictions in customer behavior, and key opportunities to deliver enhanced brand experiences
- Represent McCann Health New York—the largest revenue generator in the Health network—on the global digital leadership committee advisory board

Experience Strategy Director

- Served as the lead HCP experience strategist across all agency accounts, spearheading the development of digital strategies and working with creative teams to pull strategies through to tactical executions
- Developed strategic frameworks and processes to be used agency-wide in the development of customer experience initiatives
- Worked alongside senior leadership team to plan, develop, and grow the agency's experience strategy team and extend our digital prowess

GREYHEALTH GROUP / August 2017-August 2018 / New York, NY

Senior Digital Strategist

- Served as primary strategic lead for digital projects to both client and internal teams
- Worked cross-functionally with client, technology, creative, and project management teams to deliver on marketing strategy, including the development of robust communications plans and detailed project specifications
- Developed a set of best practices and recommended rules of engagement for the use of various digital media; documented the process, obtained feedback, and disseminated across key stakeholder groups
- Analyzed web/campaign performance metrics to identify and derive key insights regarding online customer trends and behavior; recommended strategies to maximize integrated marketing campaign initiatives

Continued

ANNA



PASSIONS

Philadelphia sports teams

I have earned the power of passion and the grit of determination, and learned to be resilient in the face of disappointment (I wish I was kidding)

Human-centric technology

I am enamored by the emerging intersection of humanity and technology, and greedy for the potential impact of solutions that were once labeled impossible

Mexican food

It is important to remember that there is not a single day's woes that can't be overcome with some chips and guacamole, a few fish tacos, and a spicy margarita

GAUDIO



WORK EXPERIENCE

HAVAS LIFE METRO / May 2016-August 2017 / New York, NY

Digital Strategist

- Applied digital trends, technologies, and user behavior to develop global digital strategies that scaled to a local level
- Conducted assessments of clients' and competitors' digital properties, including content, UX, and strategic positioning audits
- Identified consumer and HCP insights, both behavioral and emotional, to use in strategic and tactical plans
- Created prospect/customer journeys that illustrated current and desired behavior, as well as current and required marketing stimuli
- Worked closely with creative teams to produce strategic brand driven solutions; partnered with account teams to keep strategic thinking in front of clients

TIERNEY / June 2013-April 2016 / Philadelphia, PA

Junior Digital Strategist

- Created personas, user pathways, and user scenarios for digital initiatives
- Developed content strategy documents, site maps, wireframes, and designs for client and agency websites, microsites, and mobile apps
- Managed web project budgets and timelines against client expectations and creative approach
- Pitched ideas and results to top management, both within and outside the agency
- Concepted for new business pitches and contributed to RFI and RFP development

Digital Content Specialist

- Established visual social media strategy for TD Bank; increased monthly benchmark of social following by 800% and impressions by 10.9 million
- Re-designed e-commerce site and email sign-up portal
- Designed and developed e-newsletter strategy for the Pennsylvania Liquor Control Board that increased click-through rate 2%; created monthly metrics reports

BLAIR MARKETING / January 2013-May 2013 / Lynchburg, VA

Marketing Assistant

- Edited promotional material for non-profit and for-profit organizations
- Helped create and develop company YouTube and Pinterest accounts
- Proofread web content and fixed errors through WordPress and Drupal