

# Paul B. Kaiser



2 Brandywine Drive, Morganville, NJ 07751 • 908-818-9321 • [PaulKaiser2@gmail.com](mailto:PaulKaiser2@gmail.com)

[Linkedin Profile: www.linkedin.com/in/paulkaiser1](http://www.linkedin.com/in/paulkaiser1)

## Digital & Multichannel Marketing Experience

- Lead and Drive Digital Marketing for brands
- CRM/DB marketing for customers
- Define KPI's & campaign goals
- Media planning and SEO experience
- Strong analytics analysis
- Content strategy across platforms
- Experienced in legal reviews
- Multichannel marketing and strategy
- Operations and project management skills
- Strong agency communications
- Social media, mobile and email marketing
- Management and mentorship experience

## Qualifications

- Experienced in overseeing CRM programs for consumers and professionals - email and SMS messaging, direct mail, database management, inbound call center and segmentation strategies.
- Build community, loyalty and adherence through innovative customer engagement practices.
- Drive the right segments via SEM, display advertising, content marketing, social/community marketing, mobile marketing, and email.
  - **Example:** *Increased leads by 25% through the creation of a digital marketing program which included: rebranded website, Twitter, Facebook, LinkedIn, YouTube and a Blog.*
- Brand and unbranded marketing experience
- Define and track metrics to assess effectiveness of marketing programs.
  - For example, increased registrations by 10% through A/B testing home landing page strategy.
- Leadership development and people manager - experienced in managing teams.

## Education

Rutgers University

1996

Rutgers University - BA in History - New Brunswick, NJ

Rutgers Masters Program - Mini-MBA Digital Marketing 2014

## Professional Profile

A digital marketing evangelist and professional, experienced in relationship marketing, multi-channel marketing, and strategic planning for the healthcare and pharmaceutical industry. Accomplished at creating, building, and executing integrated marketing programs. As an active marketer, I have a solid understanding of using targeted channels to grow/and engage online communities.

*“Paul’s knowledge and experience in social, mobile, relationship marketing and web based programs give him the edge to be fresh and keep us ahead of other brands.”*  
Associate Brand Manager (Fortune 500) - LinkedIn testimonial. See more at [www.linkedin.com/in/paulkaiser1/](http://www.linkedin.com/in/paulkaiser1/)



## Work Experience

Associate Director, Patient Centric Marketing - CRM March 2016 - November 2016  
**Novo Nordisk - Plainsboro, NJ**

- Oversee a comprehensive diabetes relationship management program with Cornerstones4Care.com, providing a multi-channel approach to our patients.
- Manage team responsible for patient RM marketing programs - general market and multicultural.

Sr. Manager, Patient Engagement - Digital Platforms 2015 - February 2016  
**Novo Nordisk - Plainsboro, NJ**

- Responsible for patient RM marketing programs, digital strategy and platform migration.
- Maintain digital platforms for patient engagement and brand/unbranded messaging.

Director, Engagement Strategy June 2014 - June 2015  
**ICC, an FCBHealth Company - Parsippany, NJ**

- Leader and key contributor to engagement and customer experience planning for clients.
- Performs channel, device and data analysis across: paid, earned and owned media; desktop, mobile, social media platforms; and relationship/activation marketing initiatives.

Digital Consultant

**Novartis Pharmaceuticals - East Hanover, NJ** 2012 - 2014

- Developed award winning viral program “Skyhook Challenge with Kareem Abdul-Jabbar”.
- Launched first branded Facebook page - received 3,000 likes in 2 weeks.

**Shire Pharmaceuticals - Chesterbrook, PA** 2011-2012

- Provided analytics and analysis to brand teams on large multi-channel programs that included patient and physician digital tactics and then provide optimization plan to client.

VP, Digital Account Group Supervisor 2009 - 2011  
**Regan Campbell Ward - IPG Company - New York, NY**

- Supervised top digital accounts, providing strategy and tactical planning for brands.

Senior Account Director - Digital Strategy 2005 - 2008  
**Temel Inc - Boonton, NJ**

- Managed existing client needs for intricate CRM programs, plus led new business pitches.

VP, Interactive Division 1992 - 2005  
**HealthSTAR Communications - Woodbridge, NJ**

- Created digital division at this agency, generating revenue in first year.

### Associations & Community:

Active blogger and community builder - [www.DigitalIntervention.com](http://www.DigitalIntervention.com)

Boy Scout Leader. Attend CES, SXSW, Digital Innovation Summit, and other conferences.

Speaker and panelist at *The Pharma Multi-channel Marketing Strategies in Philadelphia.*  
*BMA-NJ Digital Marketing Event: Multi-Screen Marketing and Pharma*