Natalie Brooks

Director of Marketing | Senior Marketing Manager | Marketing Manager

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PROFESSIONAL SUMMARY

Marketing director with 14 years in consumer and healthcare brands, leading a team of nine and a $6 million budget across brand, digital, lifecycle and partnerships. Builds marketing plans tied to revenue goals, hires strong channel owners and translates customer research into positioning that sales and product use.

PROFESSIONAL EXPERIENCE

Director of Marketing

Apr 2020 — Present

Cumberland Wellness Clinics · Nashville, TN

- Lead a nine-person marketing team and a $6 million budget for a network of 40 outpatient clinics, owning patient acquisition, brand and referral partnerships.
- Repositioned the brand around same-week appointments after patient interviews, increasing new patient bookings by about 22% in the first year.
- Moved budget from broad TV to search, local listings and lifecycle email, lowering cost per new patient while total bookings kept rising.
- Worked with compliance to set HIPAA-safe tracking and review processes for all digital campaigns, with no compliance incidents since launch.

Senior Marketing Manager

Feb 2016 — Mar 2020

Harpeth Home Brands · Franklin, TN

- Led launch marketing for four home goods lines sold online and through regional retailers, coordinating creative, PR and retail promotions.
- Built the company's first email and SMS lifecycle program, growing repeat purchase revenue to a meaningful share of e-commerce sales.
- Managed three agencies and a $2.5 million budget, renegotiating retainers to fund a new in-house content role.

Marketing Manager

Jun 2012 — Jan 2016

Belle Meade Consumer Goods · Nashville, TN

- Managed brand campaigns and trade marketing for a regional snack brand, supporting expansion into two new states.
- Ran shopper research with an outside firm and used it to redesign packaging for the top-selling product line.

EDUCATION

MBA, Marketing — Volunteer State School of Business *2015*

BA, Journalism — Ridgecrest College *2012*

SKILLS

Technical: Marketing strategy, Brand positioning, Team leadership, Budget planning, Customer research, Lifecycle marketing, Paid media strategy, Marketing mix and attribution, Agency and partner management, Executive reporting, Product launches, Healthcare marketing compliance