

SAMANTHA TAYLOR

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PROFESSIONAL EXPERIENCE

GSK, Consumer Marketing Associate – US Respiratory, RTP, NC February 2020 - Present

- Lead multi-channel marketing campaign for launch brand.

GSK, HCP Marketing Associate – US Respiratory, RTP, NC June 2019 - January 2020

- Collaborated with a matrix team of agency partners, copy approval, and sales training to pull through market research learnings into a refreshed eSales Aid to develop, launch and train in expedited timeframe.
- Brand lead for “next best action” nation-wide launch: high priority initiative to upskill sales force by translating analytics into actionable “suggestions,” maximizing time-in-territory, improving sales call effectiveness.
- Coach and develop financial analyst through a pilot to manage \$89 million brand budget.
- Managed payer/pull-through strategy for the brand based on market research learnings and field insights.
- Led sample strategy to maximize investment through rep-delivered and direct-to-HCP ordering channels.
- Led creative development, copy approval, and production of new brand-specific savings offers and related assets.
- Label Change Implementation Plan Lead.

GSK, Future Leaders Program, US Rx Commercial June 2016 – June 2019

Consumer Marketing Associate – US Respiratory, RTP, NC January 2019 – June 2019

- Led matrix team of three agencies, Tech, and Copy Approval through creative development, web development, and launch of redesign of website. Led matrix team through first time working in Agile/VFQ principles. Led copy approval team through multiple firsts for GSK and business unit. Worked with matrix teams to develop site KPIs and measurement plan, and set up “Proof of Concept” implementation plan. Aligned strategy of PR/communications tactics and new paid search assets to drive traffic to the new site from launch onwards.
- “Lead Content Owner” for Brand Copy Approval Team. Led CAM planning meetings and project scheduling, facilitated prioritization of key projects with limited time on the agenda, and managed all brand CAM logistics.
- Led creative development of new OLA Banner Ads in line with brand content strategy.
- Led creative development of branded CRM materials.

Internal/External Communications – US Respiratory, RTP, NC June 2018 – December 2018

- Provided guidance for brand managers on best content, channel, and timing of Respiratory Field communications.
- Wrote, edited, and produced multi-channel internal leader communications (email, video, Workplace, text).
- Led disease awareness month: planned internal events at two sites; led multi-channel internal communications cascade; gave strategic direction for content for Satellite Media Tour, Audio News Release, MAT Release.

Field Sales Representative – US Respiratory, Atlanta, GA June 2016 – June 2018

- Led strategic routing planning of three sales representatives spanning two territories to achieve reach/frequency goals for high potential, difficult-to-access customers.
- Co-led Voice of Customer research project spanning 34 countries to provide recommendations to improve program offerings. Coordinated and conducted interviews with participants in the UK, Ireland, Spain, France.
- Appointed Regional Engagement Lead to develop and propose a plan to utilize funds to recognize high performers and motivate sales professionals. This plan was presented to and signed off on by field vice president, and launched in June 2018.

Capstrat, Raleigh, NC

Account Management Intern

Jan. 2016 –

May 2016

- Assisted Account Coordinators/Executives with daily client management, social media, and public relations tasks
- Conducted client-facing research to support campaigns, including publication analysis and target audience research
- Shadowed agency members and attend internal meetings to learn individual roles and the agency workflow

HOWARD/MERRELL, Raleigh, NC

Account Management Intern

May 2015 –

Aug. 2015

- Assisted the Account Manager with all daily tasks at the full-service advertising and communications agency
- Supported multiple agency functions including client communications, research, and project management

Training Industry, Cary, NC

Internal Marketing Intern

May

2015 – Aug. 2015

- Led team through creative discovery project: gave art direction to design interns, managed project timeline
- Executed 12 research projects consisting of internal staff interviews, competitive analyses, and creative briefs

Editorial Intern

May 2014 –

June 2014

- Wrote press releases for TrainingIndustry.com and edited content for Training Industry Magazine
- 2014 Training Industry Conference & Expo: created and edited promotional materials in InDesign; wrote and edited content for email marketing releases and conference website; assisted the Event Planner with live event logistics

Marketing Intern

June

2013 – Aug. 2013

- Aided in the research and planning of a comprehensive marketing campaign for a learning technology company
- Collaborated with the Creative Director, Graphic Designer, and editorial staff to design 2 magazine covers
- Updated 500+ customer contacts in company database and loaded 225+ new sales leads into salesforce.com

AWARDS AND RECOGNITION

Recipient of over ten GSK Star Awards, including the recognition of:

- Tenacity in accomplishing many "Firsts" for GSK in the re-launch of website.
- Representation of the brand and voice of the field to inform the development and launch of a pilot initiative.
- Creative thinking applied to increase field engagement and energy around adoption of technology platform.

EDUCATION

University of North Carolina at Chapel Hill - School of Media and Journalism

Class of 2016

Bachelor of Arts in Advertising and Global Studies

Cours de Civilisation française de la Sorbonne

June 2014 – July 2014

Two 4-week courses in Upper-Intermediate French language and French history; completed a final study abroad project

Honors: Order of Omega International Greek Leadership Honor Society, Dean's List, Alpha Delta Sigma Honor Society

Involvement: E.A.S.E (Easing Abroad Students Entry), Pi Beta Phi Sorority, UNC Ad Club, Triangle AdFed

Activities: Crash Campaign, Carolina Challenge, AAF National Student Advertising Competition (NSAC)