

Emily Duffee

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Seasoned healthcare marketer jazzed by using research and consumer insights to understand people as individuals and design creative, customer-centered go-to-market strategies to build relationships and drive results.

Areas of Expertise

Product Marketing, Brand Marketing, Content Marketing, Go-to-Market Launch, Enterprise Product Strategy, Healthcare technology, ACA Marketplace, Group health benefits, Behavioral health, Consumer health engagement, Consumer experience.

Experience

Product Marketing & Brand Director

HealthSherpa, Oct 2021 – Present

- Establish and lead HealthSherpa's brand and go-to-market strategy.
- Shape market positioning and leverage compelling storytelling to reach key decision-makers at agency, carrier, and government organizations.
- Leverage AI to optimize content strategy productivity.
- Engaged >32k insurance agents and won >900 new users in one year by building an AI supported content hub with targeted user resources.
- Gained 20 new clients in 2 weeks by influencing >5k cold leads to transition platforms.

Product Marketing and Content Manager

Icario, June 2020 – October 2021

- Owned go-to-market product strategy.
- Created data-informed personas to characterize customers and competitors.
- Translated capabilities of technology solutions into sales messaging and positioning.
- Executed marketing communications and training plans to drive sales enablement.

Sr. Marketing Manager, U.S. National Accounts

Cigna, May 2016 – Apr 2019

- Established Cigna as a thought leader on a national level by building a value-driven conference and event strategy to create meaningful experiences for clients.
- Achieved 98% top box scores for client experience at Cigna's annual Client Forum two years in a row by developing outstanding, relevant messaging and content.

Sr. Marketing Manager, Online Experience

Cigna June 2008 – May 2016

- Owned marketing strategy and communications for Cigna's online experience including integrated digital, mobile, social, and gamified products.

Education

Master of Library and Information Science, Dominican University 2007

Bachelor of Arts, English and Scandinavian Studies, Gustavus Adolphus College 2003

Skills

Hard skills: Marketing strategy, communications, project management, account management, strategic planning, research, data analysis, market insights, storytelling, customer experience, vendor management, social media, knowledge management, content development, budget management, public speaking, MS Office Suite, Google Suite, Adobe Creative Suite.

Soft Skills: Mission orientation, cross-functional leadership, attention to detail, creative problem solving, critical thinking, emotional Intelligence, mentorship, adaptability, ethical judgement