Leena H. Anand

Hello@LeenaAnand.com

650-477-6721

https://www.linkedin.com/in/leenahanand

I specialize in merging digital marketing strategy with sales.

Skills

- Product research & strategy
- Customer development
- Influencer outreach
- Analytics & reporting
- Landing page optimization
- Paid & organic lead generation
- Paid advertising (Facebook, Google, Twitter, YouTube)
- Search Engine Marketing
- A/B testing
- Email marketing
- Email list building
- Search Engine Optimization
- Social media management
- Marketing Automation

Tools

- Salesforce
- MailChimp
- Google Analytics
- Veeva CRM
- Hubspot
- Hootsuite
- Google Keyword Planner
- Optimizely
- WordPress

Experience

Lead Generation & Inside Sales

Dharma.ai
San Francisco, CA

Jan 2019 - Present

Implement multiple sales programs and marketing initiatives geared at customer acquisition and subscription revenue.

- Conducted market research and customer opportunity analysis
- Managed various drip email campaigns
- Set up lead nurturing workflows
- Designed and wrote content for Hubspot landing and lead capture pages
- Worked on direct mail and letter writing campaigns
- Qualified leads for enterprise sales ($125K + opportunities)
- Provided real-time demos and instruction for Dharma.ai customers
- Managed all aspects of inside sales and customer success

Digital Marketing & Lead Generation

Freelance
San Francisco Bay Area

Jul 2017 - Dec 2017

Assisted laboratories and medical practices with customer acquisition through digital lead generation and inside sales efforts.

- Handled customer research and audience segmentation
- Planned content strategy and publishing calendar
- Managed various online advertising campaigns on Facebook and Google AdWords
- Wrote ad copy and put together creatives
- Developed landing page designs and messaging

- Worked on landing page and conversion optimization
- Set up analytics & reporting
- Gave virtual customer presentations

Specialty Sales Representative
Takeda Pharmaceuticals
San Francisco/East Bay, CA

Mar 2015 - Jun 2017

Implemented strategies and tactics as defined by marketing and sales management to deliver specific FDA approved messages to physicians and other healthcare professionals.

- Ranked # 1 in the region with Nesina (Diabetes & Metabolism) by propelling through a crowded metabolic market space
- 100% Goal Attainment for full product portfolio in 2016
- Nationally ranked in the 25th percentile for FYQ1 2017
- Utilized data analytics and market research to identify proper channels of communication for providers and clinics
- Provided customized solutions based on collaboration, compassion, and creative vision centered around clinical and patient needs

Marketing Manager
Valley Radiology, Radnet
Mountain View, CA

Apr 2013 - Mar 2015

Increased medical imaging revenue (MRI, CT, Ultrasound, Xray, DEXA) by $40k FY 2013-2015 through customer outreach, content development and distribution to targeted physician segments.

- Launched email campaigns focused on personalized communication
- Maintained positive results and trends by testing and ongoing campaign optimization
- Fostered partnership with Crossover Health Clinics at Facebook/Apple /Linkedin/Applied Materials through strategic negotiation, service contracting, and EMR integration

Account Executive
Insight Imaging
Hayward, CA

Jul 2009 - Apr 2013

Partnered with Neurologists, Neurosurgeons, Orthopedic Surgeons, and Spine Surgeons to provide up to date information on FDA approved MRI guidelines and protocols for early diagnosis, disease staging, and surgical intervention.

- Developed content for promotional materials based on market needs
- Responsible for all sales and marketing efforts

Sales Representative
Forest Pharmaceuticals
Palo Alto, CA

Nov 2007 - Jul 2009

Successfully launched 2 pharmaceutical products (Savella/Bystolic) with close collaboration with Forest's brand and marketing team.

- Earned Representative of the Quarter award for competently persevering through 2 large product launches (Bystolic - cardiovascular metabolic space and Savella - Fibromyalgia in the CNS space) while driving the most regional growth with Lexapro for Major Depressive Disorder and Adult Generalized

Anxiety Disorder

Sales Associate
Boston Scientific
Henderson, NV

Dec 2005 - Nov 2007

Identified new business opportunities by leveraging existing contacts and generating new leads within the targeted physician community.

- Excelled at the conversion of competitive market share to BSC's Neuromodulation products by demonstrating clear clinical advantages
- Provided operating room assistance to Orthopedic, Spine, and Neurosurgeons in surgical placement of Boston Scientific's pain device.
- Negotiated pricing and contracts for product placement in hospitals and surgery centers

Sales Representative & Field Sales Trainer
Forest Pharmaceuticals
Henderson, NV

Nov 2002 - Dec 2005

Joined Forest Pharmaceuticals as a field sales representative to launch, market, and sell Nameda in the Alzheimer's space.

- Promoted from Sales Representative to Field Sales Trainer by promoting individual and team efforts for consistent sales results and goal attainment
- Received New Representative of the Year Award for the successful launch of Namenda in the Alzheimer's space while driving the most regional growth for Lexapro for Major Depressive Disorder

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Education

University of California
Davis, CA
2000

Bachelor of Science
Neurobiology, Physiology & Behavior

Internships
Salud Clinic, Sacramento Ca - Health Care Administration
Washington University, St. Louis Mo - Health Care Administration
Organized projects and research efforts related to global healthcare reform

Google Partners
San Francisco, CA
2017

Google Adwords Certification
AdWords is a powerful marketing tool that can help even the smallest businesses be found online, and get the word out about their products or service

Google Partners
San Francisco, CA
2017

Google (TrueView) Video Advertising Certification
Proficiency in creating, managing, tracking, and optimizing video campaigns

Google Partners
San Francisco, CA
2017

Google Digital Sales Competency
Comprehensive assessment and testing to ensure digital marketer meets Google's standards and proficiency when selling Google's digital solutions to clients.