

# NIKKI GROSSO

DATA DRIVEN MARKETING VISION

New Brunswick, NJ

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Nikkigrosso.com

## ABOUT ME

I am a creative, results-producing, visionary professional with nearly 20 years' experience in all marketing functions from sales to graphic design to branding. My approach to developing an integrated marketing strategy is simple:

***Deliver the right information, to the right person, at the right time and in the right way.***

I have demonstrated success in achieving business growth through identifying and developing mutually beneficial partnerships, discovering service gaps or opportunities to meet constituent needs, and finding innovative ways to market both internally and externally.

## AREAS OF EXPERTISE

Integrated Marketing & Communications  
Customer Engagement/Satisfaction  
Brand Strategy  
Project/Workflow Management  
Partnership Marketing  
Sales/Business Development  
Reporting and Analytics  
Team/Vendor Management

## EDUCATION

Masters Degree  
Business Administration  
ITT Technical Institute

Bachelor of Arts  
Public Relations  
Ball State University

## ROLES AND RESPONSIBILITIES

**MOTION PT Group**  
2016-

**Director of Marketing**  
*Healthcare: Rehabilitation*  
Construct marketing & branding strategy for start-up management company of 50 outpatient physical therapy clinics in NY, MD, MA, and CT.

**Progyny, Inc**  
2016

**Marketing Consultant**  
*Healthcare: Women's Health*  
Created plans for patient engagement communications aligned to business objectives and brand.

**Northwest Radiology**  
2015-2016

**Director of Marketing**  
*Healthcare: Radiology*  
Formulate, direct and coordinate marketing strategies and activities to promote imaging services and increase in patient volumes.

**Healthcare Excel**  
2016-2018

**Internet Marketing Manager**  
*Healthcare: QI, Utilization Review*  
Collaborate with key stake holders to develop integrated digital marketing strategy in support of business goals.

**Midwest Fertility**  
2008-2014

**Practice Development Mgr.**  
*Healthcare: Women's Health*  
Increased patient volume and billable revenue by broadening base of referring physicians and using multi-channel consumer marketing.

**IU Health**  
2006-2008

**Physician Liaison**  
*Healthcare: Hospital Network*

**Valle Vista Health**  
2005-2006

**Community Liaison**  
*Healthcare: Behavioural Health*

**ITT-Technical Institute**  
2003-2005

**Senior Representative**  
*Higher Education: Admissions*

**Community Hospitals**  
2002-2003

**Marketing Coordinator**  
*Healthcare: Home Care/Hospice*

**Purdue University**  
2000-2002

**Marketing Coordinator**  
*Higher Education: Marketing*