

LISA M. TOWNSEND

MarCom Leader | Brand Strategist | Storyteller | Digital Enthusiast | Creative Problem Solver

I help people and organizations look and sound their best. Purpose-led, values-driven, and customer-focused communications professional who develops impactful, creative campaigns that express complex ideas through human-centric storytelling. With user behavior, audience, and data insights at the core of everything I do, I create marketing and product strategies that result in measurable outcomes. I thrive in organizations where I can serve in a leadership capacity to influence communication plans, strategize to advance program priorities, deepen engagement with stakeholders, and grow the brand identity. A thoughtful and inclusive leader who cares deeply about connecting with team members to support their growth and professional development.



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Maryland/DC/Remote



lisamtownsend



Lisa_Townsend_

TECH SKILLS

Microsoft Office 365 Suite

Canva & Adobe Creative

Asana

Google Analytics/Data Studio

Sitefinity CMS

SproutSocial

Mail Chimp, Act-On & Informz

Libsyn, Simplecast & Castos

Feathr

PropFuel

Salesforce

AWARDS

2022 AM&P Network EXCEL Award: ACCC Impact Report

2020 eHealthcare Leadership Award: Best Healthcare Podcast

2014 National Health Information Award: Signs of a Heart Attack Infographic

LEADERSHIP ASSESSMENTS

Everything DiSC 363 for Leaders

McQuaig Leadership Profile

PROFESSIONAL EXPERIENCE

ASSOCIATION OF COMMUNITY CANCER CENTERS (ACCC)/OSS at ACCC

Progressive team leader serving as the primary source of knowledge and decision-making related to marketing and communications for the leading association for the multidisciplinary cancer care team and twenty-two professional societies through the Oncology State Societies at ACCC.

Senior Director, Marketing & Communications (March 2021 – July 2022)

- Coached and led a cross functional team of eleven marketing and digital specialists in a rapidly growing, highly matrixed environment. Supported job growth, satisfaction, and staff retention.
- Provided innovative oversight and guidance to the department. Responsible for the team vision, annual priorities, quality standards, budget planning, and standard operating procedures.
- Reported on marketing activities and outcomes to all-staff, board of trustees, funders, and public.
- Provided strategic oversight and hands-on support for a diverse portfolio of marketing campaigns. Scaled up operations, streamlined processes, and brought on new technologies to help meet the demands of a **multi-million-dollar educational portfolio that grew 900%** (8 to 72 programs).
- Instituted a comprehensive digital & print Precision Medicine marketing campaign, Transforming Complex to Clear. **Web traffic was 88.5% higher** in eight-month campaign over 34 months prior. Presented on the design process and campaign at SIIA's AMPLIFY 2022 Summit.
- Led ACCC's marketing and public relations efforts in a multi-year collaboration with the American Society of Clinical Oncology to increase racial and ethnic diversity in clinical trials.
- Designed, executed, and supported integrated marketing campaign tactics; analyzed data to deliver data-driven insights and inform strategies; tracked KPIs and reported on progress to goals.
- Launched the CANCER BUZZ TV vodcast in May 2021 as new model for open-access content. ACCC was **one of the first associations to create a video podcast** alongside the major news networks.
- Developed business cases for new marketing tools (Feathr, Woorank, PropFuel, Asana) to grow the brand, and expand demand generation and revenue growth.

Director, Marketing & Communications (June 2019 – March 2021)

- Promoted to lead the MarCom team of seven professionals. Hired and trained three staff members and created an inclusive work environment that supported cross-functional team effectiveness and open communication and streamlined workflows to increase efficiencies.
- Led all marketing efforts to design and launch the company's first learning management system.
- Transformed our print Annual Report into an **award-winning, interactive digital Impact Report** that served as the basis for a new year-round membership recruitment and retention campaign.
- Launched CANCER BUZZ, ACCC'S award-winning podcast channel in June 2019. Spearheaded the content calendar, production schedule, and marketing efforts. 97 episodes garnered **40,400 direct downloads** and the landing page consistently ranked in **top three for webpage views**.
- Pioneered a "mini-podcast" format to meet member needs in our COVID-19 education response. Unveiled new branding, workflows, communications, and educational content in one week. **26,900 learners engaged with 20 mini-podcasts, 16 webinars, and 32 blog posts** over 9 months. Presented the campaign impact at the 2021 ASAE Membership, Marketing & Comms Conference.
- Led thought-leadership strategy: crafted board member speeches and talking points; developed presentations on initiatives and strategic plans; identified media pitches; social media training.
- Integrated a new email automation platform with our CRM system to segment communications.

EXPERTISE

Branding & Identity

Visual Data Presentations

Copywriting/Editing

Thought Leadership Strategy

Marketing Campaign Management

Budgeting

Media Coverage

Public Speaking

Digital Advertising

Client & Board Relations

Negotiations & Contracts

Leadership & Mentoring

Product & Content Marketing

Scripts & Talking Points

Social Media

EDUCATION & PROFESSIONAL DEVELOPMENT

RUTGERS COLLEGE
(NEW BRUNSWICK, NJ)

B.A. Sociology
Minor Human Ecology

AMERICAN MARKETING
ASSOCIATION
(VIRTUAL – IN PROGRESS)

PCM® Marketing Management

LINKEDIN PROFILE

Scan this QR code to learn more about my experience, interests, awards, peer engagement, recommendations, and more:



- Combined needs assessments and analytics with segmentation tools to measure touchpoints with events, products, and services to deliver targeted initiatives and convert leads to members.

Senior Brand Marketing Manager (July 2017 – June 2019)

- Led strategic oversight in the planning, creation, and implementation of content and marketing campaigns across ACCC and state society channels (i.e., website, social media, email, and online communities) in support of Provider Education, Meetings, Advocacy, and Membership.
- Partnered with a creative agency to develop a new suite of print and digital branding assets for education programs and larger-scale initiatives. Created communications standards, guidelines, and protocols to support the brand and monitored its use for consistency.
- Provided direction related to the coordination, production, and marketing of a growing portfolio of educational content. Established a streamlined editorial, design, and production process.
- Managed annual calendar of sixteen trade shows (\$75k budget, logistics, marketing collateral creation and curation, social media, attendee engagement, lead generation and follow-up).
- Coached, mentored, and led three staff members.

Marketing Manager (October 2014 – July 2017)

- Supported the marketing lifecycle for the full portfolio of ACCC and state society events, education programs, and membership campaigns—from strategy, messaging, execution, and analysis—via print and email marketing, content promotion, social media, and brand identity.
- Demonstrated original and creative thinking in approaches to marketing, including whiteboard videos, advocacy infographics, speaker engagement, and new social media and email strategies.

SISTER TO SISTER: THE WOMEN'S HEART HEALTH FOUNDATION

Developed unique, impactful programs for the first non-profit dedicated to women's heart disease. The organization provided 80,000 free screenings, education, and hospital referrals across the nation.

Director of Marketing and Strategic Partnerships (January 2010 – October 2014)

- Grew partner network from **four to 50 organizations**. Liaised with leadership from government and international agencies, women's associations, youth organizations, and health entities.
- Oversaw content and marketing of the website and *myHeartHealth* microsite. Developed a 400+ Global Blogger Network who regularly developed content for the website and social media.
- Led the development, branding, and marketing of Smart for the Heart, a personalized cardiac risk assessment, prevention, and support app. Initiated a provider version for nurse practitioners.
- Partnered with PR agency on Screen Us Where We Are, a national advocacy campaign for women to receive preventive cardiovascular screenings wherever they seek care, namely their OB/GYN.
- Ran the Capitol Hill Cardiovascular Disease Prevention Program, which provided 3,000 screenings. Solely responsible for funding, legislative outreach, programming, scripting, and logistics.
- Led the creation of an award-winning toolkit of eight infographics. Responsible for funding, research, copy, and design direction. The Signs of a Heart Attack was translated into 8 languages.
- Orchestrated an International Cardiologist Exchange Program for two female cardiologists from China to learn from the National Institutes of Health, Brigham and Women's, and Cedars-Sinai.
- Developed and amplified the organization's brand voice through social media messaging, email blasts, monthly e-newsletter, blogs, app and web content. Launched six social media accounts.

Assistant National Campaign Director (January 2007 - January 2010)

- Served as go-between for the national organization, 17 local offices, and 45 campaign managers.

PROFESSIONAL TESTIMONIALS

"I have been collaborating with Lisa on branding and marketing materials for over seven years. With the growth of ACCC over the years, Lisa wears many hats and has a lot to juggle but she always finds time to be strategic and innovative. As a creative director, I appreciate the clients that "get it" and make the creative process go smoothly and have fun doing it." – E. Kim, Founder, GRAPHEK

"She is whip-smart, an effective and compassionate leader, and ensures her team has resources to be successful. Under her leadership, I was able to rise up to my true potential." – J. Walcott, Senior Marketing Manager, ACCC

"The last few years under your leadership were the best of my eighteen years with the company. We achieved a lot as a team - again, because you brought us together." – A. Baryshev, Web Editor, ACCC

"Lisa is an innovator and collaborator. We worked closely to create the most scientifically accurate cardiac risk assessment and wellness program on the market. Her subject expertise and extensive experience allowed us to build a unique tool on time and budget." – B. Upender, Founder, Mobomo