renée berry

650.823.0640
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SUMMARY

Solutions focused digital media strategist with 8 years of experience and a full stack marketing skill set. Expertise in product positioning, social media audience development, online engagement, social ads, analytics and strategic content planning.

Present

Product Marketing / Digital Media Communications / Global Events

Senior Marketing & Communications Specialist, SanDisk

2010 - 2014

Marketing Strategy / Account Management / Business Operations

Content Marketing & Digital Media Consultant, BeMoRe
Account Executive & Program Manager, KLXmedia

2006 - 2010

Marketing / Communications / Program Development

Manager of Volunteer Services, VITAS Hospice
Lifeline Coordinator, Stanford Hospital
Guest Services Representative, Stanford Emergency Department

2002 - 2006

Education

Bachelors of Science, Social Sciences, Cal Poly, San Luis Obispo
Obsessed with learning. renee.goBeMoRe.com/events

EXPERIENCE

Senior Marketing & Communications Specialist, SanDisk (January 2014 - Present)

- Led emerging market communications, messaging and product positioning for the mobile, connected home, and automotive product lines in partnership with engineering and cross-functional teams
- Produced collateral including blog posts, social media content, white papers, data sheets, presentations, landing pages, brochures and other assets to support sales, BD and channel marketing teams
- Managed integrated communication strategies, messaging and executive presentations for global events such as Mobile World Congress, CES, Computex, Flash Memory Summit and SanDisk's Investor Day
- Organized co-marketing initiatives with customers including Tesla, Motorola, Asus, Xiaomi and Qualcomm
- Led the GTM plan and global launch of SanDisk Automotive, the company's first auto-grade product line
- Pioneered a content marketing program with the design, development and implementation of the SanDiskMobile Blog; Managed social media channels and communities to amplify content reach
- Worked closely with PR, analyst relations and legal for outbound messaging and communications

Content Strategy & Digital Media Consultant, BeMoRe (July 2011 - January 2014)

- Partnered with client executives on strategic planning to align digital media goals with business objectives
- Major client engagements with PAMF, Stanford Hospital, Silicon Valley Pad and renowned national organizations
- Partnered with clients to define KPIs, conversion priorities and success metrics to analyze platform investments
- Trained clients to drive, measure and report online engagement with a focus on audience growth, interactions and long term value creation for the brand's priorities; Fostered cross-department collaboration
- Leveraged audience feedback data to influence leader decision making and adapt messaging
- Featured in the Business Journal on how women in Silicon Valley are driving business growth online

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Account Executive / Program Manager, KLXmedia (July 2010 - July 2011)

- Managed client accounts and trained public affairs, communications and marketing teams on blog writing, social media account management, voice development, publishing and reporting tools
- Managed social media advertising for clients and successfully grew Facebook, Twitter and LinkedIn audiences
- Responsible for designing proposals, negotiating complex deals and leading strategic partnership development
- Structured a new business model for the company which successfully scaled operations
- Architected a full redesign of the company's brand including a new website, fresh collateral, visual guidelines, product positioning and messaging guides which supported a consistent brand voice
- Coached executive team on corporate messaging and the new lead engagement process
- Leveraged online platforms to secure new client accounts and closed the largest deals in the company's history

Volunteer Services Manager, VITAS Hospice (July 2009 - July 2010)

- Achieved 1,300% YOY growth in monthly hours contributed by volunteers in the Silicon Valley region
- Directed recruitment, retention, training, assignments and all elements of strategic program development
- Developed an internship program and supervised masters students through comprehensive projects
- Presented at high schools, colleges and community organizations across the Bay Area to recruit volunteers

Lifeline Coordinator, Stanford Hospital (December 2006 - July 2009)

- Managed a wearable health tech program in partnership with Philips Lifeline for senior home safety
- Designed outreach materials, collateral and web copy to increase program visibility in the community

Guest Services Representative, Stanford Emergency Department (September 2006 - March 2007)

- Demonstrated a dynamic capacity to thrive in a fast paced environment; Created best practices for a role that was being piloted which subsequently scaled across departments
- Directed communications and navigation services for patients and families in a Level 1 Trauma Center

DEMONSTRATED LEADERSHIP

Selected Presentations

Stanford Graduate School of Business - Find Your Social Rhythm
Plug and Play Ventures - Digital Media for Startup Founders
Mountain View Chamber of Commerce - Twitter for Business
Harvard Medical School Med 2.0 - Twitter for Social Learning
UCSF Health Tech Innovation Conference - Digital Media Law
Rock Health Startup Incubator - Demand Palliative Care

Social Good / Advocacy

Board of Directors - Hospice & Palliative Nurses Foundation
Board of Directors - Children's Hospice & Palliative Care Coalition
Public Policy Engagement - renee.goBeMoRe.com/advocacy

Online Community Engagement Spotlight

#hpm TweetChat Co-Founder

- Organizing a conversation about hospice and palliative medicine every week since 2010
- Managing analytics and data archive of over 300,000 #hpm Tweets which have been sent from over 25,000 accounts, generating over 450 million impressions to raise awareness
- Train moderators on hosting, planning topics and moderating the live discussions to ensure respectful dialog & quality information online