

AMY JOHNSTON

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Career Snapshot: Healthcare marketing growth leader with a proven track record of building high-performing teams, driving revenue growth, and scaling early to mid-stage startups. Skilled in leading go-to-market strategies, full-funnel demand generation, and brand transformation across healthcare, health-tech, and wellness. Focused on aligning marketing initiatives with business objectives to accelerate growth, deepen customer engagement, and enhance market positioning. Committed to improving access, outcomes, and experience through purpose-driven marketing.

CORE COMPETENCIES

Account & Agency Management
Analytics & Martech Optimization
Category and Product Marketing

Integrated Campaign Execution
Revenue & Growth Acceleration
Team Leadership & Development

STRENGTHS (SBO)

Achiever
Connectedness
Deliberative

Discipline
Empathy
Responsibility

PROFESSIONAL EXPERIENCE

Head of Marketing / Sr. Director | Wellinks

2023 - 2025

Led marketing for a virtual-first SaaS respiratory care company, driving 74% member engagement, 100+ qualified contacts, and an 18.6% conversion lift, driving business and clinical outcomes through growth marketing, brand strategy, and demand generation.

- Drove 74% member engagement through an AI-powered digital health campaign that improved care plan adherence.
- Drove targeted outreach, achieving a 66% survey completion rate and 20% direct-to-patient conversion rate.
- Generated over 100 qualified contacts and a 34% engagement by launching a top-of-funnel digital acquisition campaign.
- Streamlined operations by building a Martech stack across CRM and analytics, improving efficiency and cutting expenses.
- Boosted conversions 18.6% across B2B2C and provider channels through SEO, paid media, and content optimization.
- Launched targeted go-to-market strategies for providers and payers, accelerating commercial traction for a virtual-first health program.
- Optimized funnel performance marketing using experimentation strategies like A/B testing and segmentation.
- Increased retention and lifetime value by owning a full-funnel growth strategy for a B2B SaaS digital health platform.
- Led FDA-compliant Spire Health device integration and rebrand, contributing to a 55% reduction in readmission rates.
- Boosted retention through automated lifecycle marketing, contributing to an 86% 6-month program retention rate.
- Created and presented to executive leadership KPI dashboards using Google Analytics and Metadata to inform strategic decisions.
- Managed creative and digital agencies, optimizing vendor performance and ensuring adherence to timelines and brand guidelines.
- Built and coached a lean, high-performing team; implemented 1:1s, performance reviews, and career development plans.
- Led brand refresh and visual identity update, aligning messaging and creative across web, sales assets, and patient touchpoints.
- Accelerated sales with compelling enablement assets, including pitch decks, FAQs, and case studies.
- Managed end-to-end execution of conferences, resulting in increased attendee engagement and successful lead generation.
- Secured public relations opportunities that elevated C-suite visibility and strengthened the company's reputation.
- Led social media and SEO strategy to boost brand visibility and increase engagement and follower growth.

Product Marketing Director | RVO Health (Joint venture with Optum and Red Ventures)

2022 - 2023

Directed omnichannel marketing for Real Appeal, Quit for Life, and Rally across 240+ employers, driving 2,400+ enrollments, a 56% YoY email volume increase, and a 15% boost in enrollments through optimizing Martech and targeting improvements.

- Drove 2,400+ enrollments through segmented campaigns for 240+ employers across Real Appeal, Quit For Life, and Rally programs.
- Grew email volume 56% YoY by scaling production, reusing top assets, and streamlining team workflows.
- Increased enrollments by 15% by scaling Martech infrastructure and targeting strategies.
- Aligned marketing plans with enrollment goals to improve KPI performance and cross-functional collaboration.
- Developed and scaled cross-channel messaging frameworks that unified brand voice across product lines.
- Improved executive visibility by delivering performance dashboards tied to business goals.
- Collaborated with sales and product to align on growth, positioning, and pipeline goals.
- Optimized budgets and exercised agency management to enhance ROI and creative excellence.
- Drove benefit utilization through custom strategies aligned to employer goals.
- Scaled operations by leading staffing, budget planning, and growth marketing strategy.
- Restructured team to support high-growth product lines and improve agility.

PROFESSIONAL EXPERIENCE, CONTINUED

Senior Manager, Consumer Marketing | Optum Health

2021-2022

Managed a portfolio of health products, delivering 19,000 enrollments, \$713K in revenue, 98% NPS, and full client retention in five months. Led campaigns, optimized budgets, and deepened partnerships to broaden reach and drive results.

- Drove 19,000 enrollments and \$713K in marketing-driven revenue within five months through proactive account management.
- Launched an interactive client campaign that generated 80 inbound calls, 25 enrollments, and a 43% open rate.
- Managed client and agency budgets within $\pm 5\%$, leveraging UHC credits and Optum funds and client management discipline.
- Secured a 98% NPS with UHG account teams by consistently driving value, client satisfaction, and strong partnerships.
- Drove 80% opt-in rate for Engage Smart campaign across book of business, increasing member activation.
- Retained 100% of key employer accounts through value-driven campaigns and strategic engagement.
- Communicated marketing priorities to internal teams and clients, streamlining processes and strengthening relationships.
- Partnered with employer clients and UHG consultants to deliver benefit campaigns that boosted engagement and outcomes.

Senior Demand Generation Marketer | Thomson Reuters

2020 - 2021

Launched HighQ in North America, generating \$1M+ in sales and 834 qualified leads in year one while driving 75% revenue growth through targeted global demand generation. Led SEO, paid media, and field marketing initiatives to scale go-to-market execution.

- Drove 75% annual revenue growth through demand gen strategies and campaigns by leveraging account-based selling techniques.
- Launched HighQ in North America, generating \$1M+ in sales and 834 qualified leads in year one.
- Executed global accelerator campaign which resulted in 2,500 entries, 9 appointments, and \$130K in pipeline.
- Oversaw 87 webcasts to support go-to-market efforts and built scalable enablement strategies across segments.
- Created 7 SEO optimized PPC landing pages, boosting paid search performance by 35%.
- Collaborated with field marketing to host interactive webinars with experiential elements, increasing audience participation.
- Oversaw third-party media vendors and creative partners to execute global campaigns across paid, organic, and event channels.
- Managed monthly paid search reporting and analysis for legal products, leading to improved insights for strategic decision-making.
- Hired, trained, and mentored interns, which supported team growth and ensured the delivery of key initiatives.
- Boosted field marketing awareness for new HighQ product using landing pages, paid media, and webinars.
- Targeted mid-size law firms during COVID using audience targeting campaigns, which drove higher engagement levels.

EARLY CAREER HIGHLIGHTS

Product Marketing Manager | Uponor

2018 - 2020

Led B2B product marketing for a new water service launch, generating \$1M in revenue and 15% margin growth through brand strategy, channel activation, and account-based selling. Informed segment strategy with market analysis to support new business development.

Product Marketing Manager | Quality Bicycle Products (QBP)

2017 - 2018

Led B2B marketing strategy and execution for specialty retailers, driving awareness, demand, and increased channel partner engagement and visibility through B2B campaigns to boost visibility.

Category Marketing Lead, Major Appliances | Best Buy Co., Inc.

2000 - 2017

Led omnichannel DTC marketing and media strategy, driving 20% YoY category growth through increased sales and visibility via co-branded campaigns with Frigidaire and GE. Managed a \$120M paid media budget, optimized workflows to save \$1M, and secured 20% in bonus placements.

EDUCATION & AWARDS

EDUCATION

Bachelor's Degree in Marketing - Winona State University

INDUSTRY AWARDS

Marcom Platinum Award Winner - Category: Communications & Integrated Campaigns

CERTIFICATIONS

Online Marketing Certified Associate (OMCA), Lean Six Sigma: Yellow & White Belt Certified
Eloqua Masters, HubSpot Inbound Certification

MARTECH

Adobe Ad Cloud, AEMS, Amplitude, Asana, Click Up, Eloqua, Enzyme, Figma, Five 9, Google Analytics, Hive, HubSpot, Jira, Mailchimp, Marketing Cloud, Metadata, Mural, Notion, ON24, Pardot, Salesforce, Sprout, SendGrid, Survey Monkey, Trello