

Jay Shino

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Dynamic, hands-on marketing leader recognized for executing top-tier marketing strategies for pharmaceutical brands by integrating a combination of both DTP and HCP audience messaging. With experience from strategy to analysis, I can quickly interpret brand CSFs and goals to build innovative tactical recommendations.

AREA OF EXPERTISE

- Pharma Marketing Strategy
 - Paid Search
 - Clinical Trial Recruitment
 - Tactical Planning
 - Media Planning / Trafficking
 - Programmatic Media Buying
 - Brand Planning
 - Email Automation
 - Audience Segmentation
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PROFESSIONAL EXPERIENCE

JRS DIRECT DIGITAL, New York, New York
VP, Digital Media and Analytics

5/2009 – Present

Provide on-site support for pharmaceutical clients, helping them define both DTP and HCP strategies while managing the tactical execution and optimizations of paid search, point of care, programmatic media, partnership, social, and email campaigns.

- Develop and execute omni-channel media strategies for pharmaceutical brands with a focus on wrapping media innovation around the brands critical success factors across both DTP and HCP audiences
- Build innovative engagement tactics that utilize a surround sound stage of KOLs and thought leaders to communicate the brands key messages
- Research, recommend, and purchase all media including EHR, 3rd party programs, programmatic display, email, point of care, field force efforts, and social media
- Create hyper-targeted physician and patient audience segments used to drive omni-channel strategies and tactics that are in sync across audiences
- Develop integrated media tagging and analytics strategies to ensure clean data collection for driving optimizations and recommendations
- Create and present innovative media plans that integrate brand and media strategy to ensure the best combination of DTP and HCPs tactics

mDASH HEALTH, A PIXACORE Company, New York, New York
VP, Digital Media and Analytics

3/2019 – 1/2020

Develop innovative omni-channel strategies for top tier pharmaceutical companies with a goal of driving brand awareness, key messaging, and script lift across DTP and HCP segments. Jay's unique ability to translate brand plans and CSFs into effective digital media strategies enables us to deliver innovative campaigns that are measurable and exceed ROAS goals.

- Create digital media strategies for our clients by translating brand imperatives into executable media tactics that leverage paid search, social, display, and partner programs to help drive awareness and physician scripts
- Develop Veeva email communication strategy to customize the flow of content across HCP audience segments
- Developed and launched a paid search campaign for a new oncology client with a focus on both patient and HCP campaigns
- Implement digital tagging and analytics process flows for clients to ensure high level of confidence in tracked KPIs
- Responsible for the injection of digital marketing thought leadership across company and client to build a baseline of knowledge to help grow account and media offerings

PIXACORE, New York, New York
Digital Marketing Director

1/2015 – 3/2019

Develop digital marketing strategies for top pharmaceutical companies focused on driving brand imperatives across patient and physician audience segments. By implementing a multi-channel digital strategy leveraging paid search, programmatic, social media, and email, we have been able to see 300% growth in engagement across brand websites from 20% less spend.

- Day to day management of 5 paid search portfolios focused on driving bid optimizations, ad testing, keyword research, and user engagement from the \$8 million annual budget

- Develop annual marketing plans across client brands with the goal of communicating media recommendations, audience segmentation, budget requirements, and campaign cadence across physician and patient data segments
- Research, recommend, and purchase all media for clients including EMR/EHR, programmatic display, email, and social media placements. By implementing a DSP approach, we can now target specific segments of healthcare providers and patients that are most relevant to the brand goals while expanding our existing reach across websites
- Launch social media campaigns across LinkedIn, Facebook, and Instagram with the goal of driving prescription lift by implementing an audience segmentation strategy that focuses on prescriber habits and competitors
- Recommend and implement all new marketing software and technology solutions used across clients. These solutions focus on analytics/visualization, email deployment, media management, and ad trafficking
- Responsible for the growth and mentorship of digital marketing and account teams to provide the leadership needed to execute on our 800% growth across the media division

GROUNDLINK.COM, New York, New York
Director Retail Marketing

2/2013 – 10/2014

Lead the planning and execution of digital e-commerce tactics focused on allocating media budget across paid search, social media, email, retargeting, and programmatic campaigns to increase customer acquisition, product sales, brand awareness and customer lifetime value. By effectively managing and optimizing the \$2.2 million annual budget, I was able to increase customer acquisition and retention to drive over \$19 million in revenue from 141,000 online sales and cut the cost to acquire new customers by over 275%.

- Execute digital e-commerce tactics with the goal of increasing new customer acquisition and car reservations. By leveraging audience segmentation, programmatic buying, paid search, email, and social media, we lowered the cost to acquire a customer by over 275% while increasing overall sales by over 66%
- Buy and traffic all display media (Auction / Direct Buys) with budget of \$1 Million annually
- Launched mobile tactics to help build awareness and downloads of our mobile app. Over a period of 16 months, I generated 250K installs and migrated 18% of customers to book via the mobile app which translated into a \$500K cost savings
- Implemented marketing automation into our existing email flow to create a one-to-one communication strategy that helped increase repeat reservation by 35% and customer lifetime value by over \$80
- Day to day management of paid search campaigns with an annual budget of \$1.2 million. By leveraging bid management, content generation, attribution, and keyword optimization, we increased our ROI by 50% on our \$100,000 monthly spend

FRONTCENTERMEDIA, LLC, West Chester, Pennsylvania
VP, Marketing and Business Development

6/2009 - 8/2011

Championed with developing the corporate marketing and sales strategy for a new custom publishing product called Refined Living Magazine. Tested and implemented innovative lead generation/nurturing, paid search, email, and social media tactics which helped increase new subscribers by 28% within the first 90 days on a monthly budget of \$50K.

- Provided strategic leadership across the business – presented to investors, board of directors and was key partner to CEO in implementing the marketing, public relations, and corporate branding tactics
- Launched and optimized paid search with a focus on developing innovative landing pages, expanding keyword sets and managing existing bid costs to ensure campaign profitability. Reduced monthly PPC costs by over 12% while generating 20% growth in sales
- Responsibility for the \$500K annual corporate marketing budget. By leveraging look-alike targeting, audience segmentation, lead nurturing / scoring, we reduced the cost to acquire a customer by 68%
- Hired and managed a top-flight marketing and business development team consisting of 6 internal sales professionals, marketing manager, graphic design and product manager

JRS DIRECT DIGITAL, New York, New York
Senior Digital Marketing Consultant

3/2003 - 5/2009

Provided on-site support for digital e-commerce clients, helping them define the strategy while also managing the tactical execution and optimization of paid search, programmatic media, social, email, and affiliate campaigns.

- Developed customer acquisition and monetization plan for a casual games website, www.greatdaygames.com. By utilizing a hands-on approach to paid search, I was able to increase overall site traffic by 30% while increasing revenue by over 20%
- Responsible for www.holstedjewelers.com e-commerce initiatives with emphasis on driving customer sales and user retention. By implementing affiliate marketing, comparison shopping, paid search and display marketing tactics, we increased website purchases from 500 orders to 6,000 / month
- Spearheaded display and affiliate marketing e-commerce campaigns for magazine publishers such as; Mariah Media, Meredith and Valuemags.com with the goal of driving new paid subscriptions across their magazine portfolios. These digital efforts generated over 1 million paid subscribers over a 3-year period

Appointed by CEO to lead our digital e-commerce efforts across our product portfolio. By implementing a rigorous test plan, I was quickly able to evaluate tactics and prioritize marketing mix to focus on display media, affiliate programs, and direct network partnerships, these efforts helped decreased our cost of acquisition by 28%, while diversifying over 30% of the business to online sales.

- Implemented A/B testing across all landing pages in effort to optimize conversion rates and increase ROAS. These optimizations increased conversion rates from 1.75% to 3.25% and customer retention by 26%
- Implemented the Encore affiliate program with Commission Junction, with the goal of driving customer sales on a revenue share basis. Program generated 15% of overall digital sales in year 1
- Negotiated, executed and analyzed display marketing campaigns to ensure a positive ROAS. With annual budget of \$500K, this channel generated over 20,000 new customer enrollments for our membership products

EDUCATION

Bachelor of Science, Marketing and Computer Science, LA SALLE UNIVERSITY, Philadelphia, PA.