

Alicia Kenny, MS

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PROFESSIONAL SUMMARY

As a professional with 15+ years of experience in healthcare advertising, I lead and manage the strategic and creative development and production of omni-channel campaigns for global and US commercial clients in various therapeutic areas for patient and HCP audiences. I consistently deliver data-driven solutions that impact customer engagement and business results. I also mentor and coach a diverse and talented cross-functional team, fostering a culture of collaboration and excellence. I am passionate about building strong teams and client relationships, and growing revenue by providing strategic guidance, project oversight, and financial management.

AREAS OF EXPERTISE

- Client Relationship Management
- Leadership & Team Building
- Strategic Planning
- Market Research & Analysis
- Data-Driven Decision Making
- Budget Management
- Multi-Channel Campaign Management
- Digital Marketing
- Regulatory Compliance

PROFESSIONAL EXPERIENCE

IPG Health (McCann Health & Neon), NYC

VP, Group Account Director | 2021–2024

Served as client relationship manager, strategic advisor, and team leader for a high-visibility account (Sanofi). Spearheaded onboarding, staffing, and alignment of cross-functional teams, ensuring seamless day-to-day operations while providing strategic counsel across multiple workstreams. Oversaw brand strategy development, resource planning, and execution of initiatives for HCP and patient communications.

- **Enhanced strategic engagement** by facilitating quarterly co-creation sessions with patient and HCP advocates, yielding actionable insights that informed brand strategies.
- **Streamlined market research processes** by refining objectives, optimizing data collection, and integrating findings, driving data-backed campaign improvements.
- **Maintained competitive positioning** through in-depth monitoring and analysis of market trends and competitor strategies, delivering actionable recommendations to support client success.
- **Optimized team performance** by managing workflows, fostering collaboration, and ensuring alignment with client goals, leading to timely project delivery and stronger relationships.
- **Improved financial transparency** by developing and managing SOW budgets, streamlining financial reporting, and ensuring budget adherence through meticulous tracking and approvals.

Havas, NYC

VP, Account Director | 2021–2021

Onboarded new client business, reviewed the scope of work, and developed an execution roadmap for a CRM initiative supporting the DigiHaler portfolio. Collaborated with engagement planning, client marketing, and digital teams to prioritize and implement solutions for patient and HCP engagement.

- **Spearheaded cross-functional alignment** across strategy, creative, and technology teams to rapidly deploy a CRM program as a stopgap solution; drove post-launch optimization to enhance user experience and achieve measurable engagement improvements.
- **Advocated for program vision** within a complex client organization, securing initial buy-in and mobilizing resources across fragmented teams. Maintained transparency and collaboration to advance the initiative despite significant organizational challenges.

Centron, NYC

VP, Account Director | 2020–2021

Led the launch of Xpovio and its branded website evolution, achieving a 40% increase in user engagement. Developed a strategic roadmap for future indication launches and market-shaping initiatives.

- **Enhanced user experience** by advising on research and leveraging insights to redesign the website, improving functionality, usability, and navigation while aligning with stakeholder objectives.
- **Streamlined project execution** by defining requirements, allocating resources, and managing roles and responsibilities to ensure timely and high-quality deliverables.
- **Ensured financial accuracy** by overseeing budget management and maintaining financial integrity throughout the project lifecycle.

IPG Health (Area23 & FCB Health), NYC

Account Director | 2018–2020

Supported the launch of Emgality (Day 1–5), including Now Approved and fully branded tactics. Transitioned to manage the creative development, market research and optimization, and production of a branded DTC campaign for Tecentric, a multi-indicated oncology brand.

- **Led account initiatives** for a multi-indication brand with five approved indications, ensuring synergy and continuity across workstreams by coordinating with diverse client and internal stakeholders.
- **Mentored and developed** a team of junior staff, fostering their professional growth and enhancing overall team performance.

Publicis (Heartbeat Ideas & BBH), NYC

Account Director | 2017–2018

Account Supervisor | 2015–2017

Led HCP segmentation and campaign evolution for Osphena, a \$2MM business, and served as a one-person account team. Directed expedited production and launch of a micro-campaign for Bydureon during Diabetes Awareness Month and managed the rebranding of a patient

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support program for Eliquis. Played a key role in building the health capability within a traditionally consumer-focused agency, starting with Rinvoq and Skyrizi, and expanding to include Neulasta Onpro.

- **Accelerated time-to-market** by 40% through oversight of the Dr. Phil "Get on It" campaign, delivering a microsite, 8+ videos, and print materials within 4 months.
- **Generated organic growth** of over \$50K by independently managing a \$1.2MM scope of work, ensuring high-quality execution and client satisfaction.
- **Led global account activities** for the world's largest pharmaceutical brand, crafting the brand story, managing the global launch readiness plan, and driving alignment across markets for a groundbreaking RA therapy.
- **Developed innovative marketing strategies** by collaborating with the Global GAD and cross-functional teams, enhancing the brand's market positioning and engagement.

IPG Health (McCann Humancare), NYC

Account Supervisor | 2014–2015

Account Executive | 2011–2014

Supported brands at various lifecycle stages—launch, refresh, and evolution—on lean account teams of three or fewer, managing budgets of \$5–10MM. Led the launch of consumer campaigns for GRASTEK and RAGWITEK, the first allergy immunotherapy tablets, and refreshed the iconic NASONEX campaign.

- **Optimized costs by 15% annually** by leading a team of two, managing timelines and budgets, and conducting daily scrums to ensure 100% of the planned scope of work was delivered on time.
- **Aligned creative strategy** by collaborating with clients, strategy, and creative teams to develop briefs that effectively guided concept development.
- **Enhanced account performance** by supporting the SVP in achieving goals through weekly status reviews, celebrating wins, addressing challenges, and exploring new opportunities to drive client satisfaction.

Young & Rubicam, NYC

Assistant Account Executive | 2007–2011

Coordinated live video, animation, photoshoots, and digital production for Pepperidge Farm and Fisher-Price campaigns. Conducted competitive landscape analysis for Pepperidge Farm Goldfish Crackers, leading to strategic adjustments that increased market share by 20%. Led Virgin Atlantic's first iPad ad campaign and contributed to initiatives for LG, Pella Windows & Doors, and AmeriBrands (OTC).

- **Managed strategic projects** and supported larger initiatives, ensuring seamless execution and alignment with campaign objectives.
- **Enhanced research efforts** by preparing screeners, questionnaires, and stimuli for studies and drafting tactical briefs to guide project execution.

EDUCATION

Master of Science, Communication, Information Science

University of Tennessee, Knoxville, TN

- **Research: Analyzing portrayals of Black women in popular media: Examining stereotypes, representation, and cultural impact; Examining the drivers of tenure among Black advertising professionals: Factors influencing retention and career longevity**
- **Supported research initiatives** by assisting with study design, moderating IDIs and focus groups, and contributing to ethnographic and deprivation studies, ensuring high-quality data collection and actionable insights

Bachelor of Science, Communication, Marketing

University of South Alabama, Mobile, AL

- **Vice President of Alpha Kappa Alpha Sorority, Inc.**

COMMUNITY & PERSONAL

Mentor and Alumni of the Multicultural Advertising Internship Program (MAIP); Passionate traveler.