

Jeffrey Mutchnik

Healthcare Marketing Manager

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SKILLS

Healthcare Marketing

B2B Healthcare Tech
Provider Marketing
Health System Outreach
Medical Association Marketing
HIPAA-Compliant Campaigns
Clinical Workflow Messaging

Digital Marketing

Demand Generation
ABM Campaigns
Content Marketing
SEO/SEM Strategy
Email Marketing
Event Marketing

Technical

Marketing Automation
CRM Administration
HTML/CSS/JavaScript
Data Analysis
API Integration

TOOLS

HubSpot (Marketing, Sales, Service)
Salesforce / Pardot
Google Analytics 4
WordPress / Webflow / Shopify
ZoomInfo / 6Sense / Bombora
LinkedIn Campaign Manager
SEMrush / Ahrefs
Figma / Adobe Creative Suite
Jira / Asana
ChatGPT / Claude

EDUCATION

University of Denver

BA, Emergent Digital Practices
Minors: Marketing, Studio Art
Dean's List | 2018

CERTIFICATIONS

HubSpot Marketing Software (3x)
Google Digital Marketing
Google AI Essentials
ZoomInfo MarketingOS

SUMMARY

Healthcare marketing leader with **8+ years exclusively in B2B healthcare technology**. Track record as first marketing hire at 3 health tech startups—building marketing infrastructure from scratch, generating \$20M+ pipeline, and driving provider adoption. Deep expertise in marketing to **health systems, medical practices, and professional associations**. Experience spans clinical outcomes platforms, AI medical scribes, digital health applications, and sleep medicine organizations.

PROFESSIONAL EXPERIENCE

Healthcare Marketing Consultant | Self-Employed

2023 – Present

Marketing consulting for B2B healthcare technology companies.

- Developed go-to-market strategy for **Ambience Healthcare** (AI medical scribe), targeting provider workflows and clinical documentation—contributing to \$2.5M ARR within 30 days
- Advising healthcare startups on provider marketing strategy, health system outreach, and HIPAA-compliant campaign execution
- Building expertise in AI-powered healthcare marketing using ChatGPT and Claude for clinical content optimization
- Consulting on CRM implementation and marketing automation for early-stage health tech companies

Marketing Technology Manager | American Academy of Sleep Medicine

Oct 2023 – Apr 2025

- Led digital marketing for the **premier sleep medicine professional organization** serving 13,000+ physicians and healthcare professionals across 10 brand properties
- Rebuilt 8+ healthcare-focused websites (aasm.org, sleepmeeting.org, sleepeducation.org) improving **provider education resources** and lead capture
- Drove **1,200% YoY increase** in continuing medical education webinar registrations through automated nurture campaigns
- Achieved record-breaking attendance for **SLEEP annual conference**—the largest sleep medicine event in North America
- Built Shopify e-commerce platform for clinical practice resources, accreditation materials, and educational content
- Managed team of 3 specialists focused on member engagement and healthcare provider communications

Senior Marketing Manager | PatientIQ

Jul 2020 – May 2023

- First marketing hire** at clinical outcomes platform; built demand generation engine targeting **orthopedic surgeons, health systems, and medical device companies**
- Generated **44% of company pipeline** (\$6M ARR) through ABM campaigns focused on AAOS conference attendees and specialty orthopedic practices
- Contributed to **\$20M Series B** (Health Enterprise Partners) through healthcare-specific investor positioning and sales enablement
- Rebuilt website on Webflow achieving **235% traffic increase** through SEO optimized for clinical outcomes and value-based care keywords
- Created **co-marketing program** with health system customers including Northwestern Medicine, Mass General, and Cleveland Clinic
- Trained clinical and sales teams on HubSpot CRM for provider relationship management

Creative Director & Marketing Manager | cliexa

May 2017 – Jul 2020

- First marketing hire** at digital health platform for chronic disease management; established brand identity and marketing infrastructure
- Secured **American College of Cardiology partnership**; ACC Innovation Challenge finalist positioning cliexa as trusted clinical solution
- Achieved **826% organic traffic growth** and **4,350% lead capture increase** through healthcare-focused SEO and content strategy
- Denver Startup of the Year finalist (2019)** through strategic healthcare positioning and awards submissions
- Developed co-branding strategies with **Microsoft Healthcare** and University of Northern Colorado for clinical validation
- Led UI/UX design for patient-facing health applications ensuring clinical workflow integration