

# 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