

Livvie Van Lanen

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A results-oriented Marketing professional with experience in 5+ industries. Prioritizes effective, efficient, and compassionate leadership to drive ideas into action. Energized and inspired by content creation and brand strategy.

WORK EXPERIENCE

B2B Marketing Specialist

Wondr Health

April 2022 — Present

- Manage B2B client and participant testimonials from initial interest through post-production
- Support sales initiatives, conferences, and events with marketing collateral
- Project management for blog and demand-gen strategy and creation
- Collaborate with the clinical team and work closely with the Chief Medical Officer to create white papers and campaign strategy
- Monitor brand consistency between company verticals
- Manage communication and outreach to prospects
- Manage and align PR strategy and campaigns
- Founding member of Wondr Health's Culture Committee

Senior Marketing and Communications Specialist

Intelgica

Dec 2021 — March 2022

- Lead brand and marketing strategy for companies within the Infiniux family: Nexius and Intelgica
- Manage social media for Nexius and Intelgica
- Partner with executive team to manage content and pitch decks for leadership meetings
- Oversee communications strategy and content creation for finance, HR, legal, licensing and IT teams
- Create, write, edit content for company-wide campaigns and blogs.

EDUCATIONAL BACKGROUND

Master of Arts | Happiness Studies

Centenary University

2022-2024

Bachelor of Arts | Communications, Entrepreneurship, and Leadership

University of Wisconsin–Madison

2019

Dean's List | 2017-2019

TRANSFORMATIONAL LEADERSHIP

Culture Committee Lead

Wondr Health

April 2023 — Present

Created the Culture Committee to help drive forward a people-driven mission.

Steering Committee Member

WISE - Women Impacting the Smart Economy

June 2021 — November 2021

Lead program manager for women's initiative, Women Impacting the Smart Economy. Creator of women's mentorship program, WISEup: Women Impacting the Smart Economy Utilizing Partnerships Spearhead partnership with Girls Inc.

SKILLS & PROFICIENCIES

- Strategy: content, brand, and creative
- Communication
- Project and campaign management
- Lead generation