

Robin Rhea, MBA

Knoxville, TN

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Director of Marketing

Driven Marketer, Brand Builder & Competitive Storyteller

Marketing Strategy Development	Independent Pharmacy Marketing
Promotional Campaigns	Team Development
Strategic Partner Development	Market Research
Sales Team Alignment	Budget Administration
Brand Development	Market Analysis

Degrees:	MBA , American Intercontinental University (2005) BA , English, Tennessee Tech University (2000)
Languages:	English
Technologies:	HubSpot, Salesforce, Adobe Creative Suite, Microsoft Suite, Google Analytics, G4, Canva, ChatGPT, Buffer, Social Media Platforms
Industries:	Healthcare, Fitness, CPG Pet Products, Building Products, Education

WORK HISTORY

Marketing Consultant, RHR Consulting, Knoxville, TN

2019 - Present

- Developed and launched <https://pharmacymarketplace.com>. – develop strategy and brought marketing, sales, and service to full functionality, a start-up that uses a reactive AI module to help independent pharmacies shop for medications and manage their Cost of Goods. Produced pharmacy to patient social media calendar to drive traffic to pharmacies in search of specific solutions and products.
- Developed and launched <https://www.inventoryiq.net>. Integrated HubSpot and brought marketing and sales hubs to full functionality, a business to pharmacy start-up that uses inventory data, perpetual inventory, and inventory counts, returns management for independent pharmacies to help them manage their inventory costs and flow through.
- I have grown these client brands:
McKesson Independent Pharmacies, healthcare providers, healthcare SaaS and App developers, and a toffee company in marketing strategy, branding, website, design, UX design, POS and retail integrations, content development, tradeshow, and sales process design.

Director of Marketing, Power Systems, Knoxville, TN

2018 – 2019

- Led sales/marketing process flow development (B2B/B2C/DTC/CPG), CRM development, and marketing automation, workflow design, and data analysis (HubSpot) achieving KPIs.
- Led cross-functional teams of 30 members including marketing, sales, finance, supply chain, and outside agencies to achieve major business and marketing objectives, promotional plans, and grow the brand.

- Executed largest product launch at IHSA 2019, complete with video, customer interface, in-booth Facebook Live demos, and new catalogs. Trained/motivated teams on in-booth experience and lead capture.

Director, Brand Marketing, Crossville Inc., Crossville, TN

2015 - 2018

- Designed and developed Marketing Automation, CRM system migration, field mapping, lead process flows, landing page design, fully integrated campaign design and implementation including landing pages, forms, Calls-to-Action, and emails, systems integration, and ROI reporting (HubSpot).
- Initiated and launched new products (10 per year), trained Sales Team, Distributor Reps, designed and coordinated retail product integrations, advertising, tradeshow, and show homes. Tracked product market introductions and reported on ROI.
- As the key HubSpot Administrator developed and executed ongoing sales and marketing team training, and distributor and retailer liaison for lead flows.

EDUCATION

MBA, Marketing, American Intercontinental University (2005)
BA, English, Tennessee Tech University (2000)

ADDITIONAL EXPERIENCE

➤ Volunteering

Morris Animal Foundation	2012 – Present
Event Organizer for Largest nonprofit foundation dedicated to funding research studies to protect, treat and cure animals.	
Safe Passages for Children of Minnesota	2010 – Present
Provide branding, marketing, and PR support.	
Florence Crittendon Agency	2008 – Present
Residential treatment facility for young women in crisis. (Mentor)	

➤ Honors & Awards

Top 40 Under 40	January 2012
Issued by Knoxville Business Journal	
Honored as one of 40 individuals who are leaving on imprint on the Knoxville area through their professional and philanthropic efforts.	
Charles F. Trainor Award	January 2007
Issued by US Army Corps of Engineers	
Recognized for PR relations and community outreach efforts at the Former Camp Wheeler in Macon, GA.	

➤ Additional Related Experience

Competitive Storyteller, Author	2012 - Present
I craft and deliver compelling true stories at live story telling events (5-10 per year).	
2017 Recipient of The Moth Story SLAM award.	
On-Air Television Host/Talent, WBIR Channel 10 Style Show	2004 – 2009
Weekly television appearances for “Web Savvy Woman” to discuss websites & internet marketing topics.	