



Ross P. O'Shea

Passionate. Creative. Committed.

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Helping People and Brands Become
Better Versions of Themselves

SKILLS

Entrepreneur operating system, Customer experience, Omnichannel, Engagement planning, Brand tactic planning, Content strategy, Ability to determine resourcing needs, Identifying cost of tactics for scoping, Active listening that identifies new solutions (selling), High emotional intelligence, Identifying goals, Self-awareness, Perceptive, Self-starter, Forward Thinker

AWARDS &

ACKNOWLEDGMENTS

2022 – Omnichannel and Veeva speaker at IPG Health Innovation Week

2020 - McCann Health Janssen Burke Award

15 Design and Experience Awards for Arteric.com

2018 - IAC Best Marketing Website

2018 - IAC Best Professional Service Website

2017 - Best Advertising Mobile Website

2017 - Best Interactive Services Mobile Website

2016 - 2017 Two-time Mobile Web Award Judge

2015-2016 - Two-time MM&M Judge

CLIENTS

Janssen, Actelion, Sanofi, Teva, Abbvie, Mirum, BMS, GSK, Novartis, Astellas, Novo Nordisk, Nestle

BRANDS

STELARA® (GI, PsA), TREMFYA®, SIMPONI ARIA®, XARELTO®, OPSUMIT®, UPTRAVI®, Rebiny®[®], LIVMARLI®, ZENPEP®, ILARIS®, OZEMPIC®, Norditropin®, SOGROYA®, CABLIVI®, Cerezyme®, DARZALEX®, ERLEADA®, SELTOREXANT®, ENJAYMO™, McCann Health, DigiHaler® Inhaler System, AIRDUO®, PROAIR®, ARMONAIR®

SOFTWARE EXPERIENCE

Veeva, Salesforce, Adobe Experience Manager, Mailchimp, WordPress, CMS platforms, Workfront, Ziflow, Jira, Photoshop, Illustrator, Axure, Omnigraffle, Figma, Balsamiq, Acrobat, Zeplin, Microsoft Suite, Keynote, Google Office, Google Search Console, Google Analytics, Screamingfrog, Raven tools, Authority Labs, Social Platforms, Hootsuite, Jira, Camtasia, Silverback

McCann Health

VP, Director of Experience and Innovation

VP, Director of Engagement 3/21-3/22

Associate Director of Engagement 1/19

Senior Engagement Strategist 12/18 - 1/19

Problem solving is a passion that serves as a change agent for the organization. I created many new offerings and processes that constantly improved McCann Health and created organic growth.

Making Omnichannel Real

Challenge

Multiple brands for a large pharmaceutical company were struggling to see the full effectiveness of their budgets, messages, and tactics across their marketing efforts.

Solution

Consistently identified most impactful moments in patient journey for building better customer relationships. This was achieved by creating a repeatable framework that helped each brand team move towards a consistent Omnichannel approach. The framework was built on customer experience principles and provided a foundation for creating engagement plans that included tactics, content strategy, and channel selection.

Redefining What Support Means

Challenge

This pharmaceutical company wanted to differentiate their portfolio of oncology brands by redefining patient support.

Solution

Designed a new patient support system that would integrate both live people and AI systems to provide value to patients 24/7. The strategy approached barriers as more than cost. These emotional, financial, relationship burdens create enough additional stress that people become paralyzed to make any health decision let alone, smart ones. Providing information, training and more to address these issues, people could take control of their lives in these difficult times. This approach became the foundational strategy for their Oncology and Immunology teams.

AI and Smart Content Increased Engagement by 30%

Challenge

General brand messages and sales teams have not been effective because of reduction in available time with physicians.

Solution

Develop an omnichannel and content plan that delivered the right message, to the right person, at the right time, which led to 30% increase in engagement for targeted audiences. Using script data and

an AI system we identified physicians more likely to choose brands in the treatment category and prefer NPP communications. Those high valued audiences were segmented to help create a more effective content plan. When NPP was targeted based on previous interactions, script information, and sales interactions NPP increased by 30% in all subsequent outreach. These NPP tactics saw more open rates and click throughs than any previous campaign and won the agency multiple awards.

Responsibilities

- Provided Engagement/Experience direction for leadership team at McCann;
- Developed Engagement/Experience offerings;
- CX, content strategy, processes, resourcing, training, and team management;
- Lead Engagement strategy, workshops, plans, and recommendations for clients;
- Lead agile teams on high profile projects to design state-of-art support program;
- Create and execute engagement strategy, plans, presentations, workshops that guide client brand teams on their digital and engagement approach;
- Provide engagement expertise on select pitches (new business development);
- Design strategies and tactics proposed to clients through collaborative efforts with Business
- Leadership, Project Management, Brand Strategy, Medical Strategy and Creative teams;
- Estimate tactic and engagement costs, write/edit scopes and briefs with business leadership and project management;
- Lead, manage, and assist multiple direct reports;
- Designed omni-channel marketing plans and contributed to changes in business infrastructure to support omnichannel efforts;
- Leverage data to find insights and provide strategic recommendations for engagement execution;
- Provided direction & oversight of copy and creative teams to execute omni-channel plans;
- Crafted content strategy frameworks for cross channel messaging;

Accomplishments

- Generated over \$3 million in organic growth for the network selling products and services
- Promoted 5 levels in 4 years
- Created a customer experience offering that generated over \$2 million in organic growth and became a pillar for the agency's strategy approach for engagement
- Led team of 8
- Interim head of innovation and experience (30 people)
- Ran engagement work for over \$27 million book of business

Arteric

VP, Creative Director 11/17 - 12/18

Creative Director 11/11 - 10/17

My passion & commitment to building a better agency experience played an essential role in the evolution of the Arteric brand. Since I joined, Arteric has grown from a half-million dollar Web development shop into an award winning, multi-million dollar, Digital health-care agency with over 50 employees.

Inspiring a New Approach for a Global Medical Affairs Team

Challenge

A Medical Affairs team needed to create & manage a scientific story for the launch of their fifth-to-the-market therapy. The Medical Affairs team needed to maintain a consistent story & provide version control for frequently updated reference material distributed across globally dispersed brand teams.

Solution

The client requested proposals to create a scientific platform and a separate Online reference library. We crafted processes & technologies to produce a single integrated solution that linked the brand's scientific platform to the reference library that supported it. The solution enabled global brand teams to support KOL conversations with consistent messaging.

This seamless, comprehensive solution inspired the client to select Arteric over much larger, big-name agencies. (<https://arteric.com/portfolio/unite-global-brand-marketing-teams#overview>)

Evolved the Arteric Brand Experience From Software Shop to a Specialized Digital Healthcare Agency

Challenge

Elevate a small agency's reputation from a quality software shop to a digital healthcare marketing agency that helps clients win & helps partner agencies succeed. The objective was to attract talent & new clients.

Solution

Convince senior management to craft an identity & vision that more accurately reflects Arteric's talents & accomplishments. Along with the new vision & identity, we crafted a unique 360° process for recruiting & interviewing candidates. The two-pronged approach enabled Arteric to increase the number of employees by 30% in 3 months.

We applied the core ideas of the updated vision & values into a marketing plan that included speaking engagements, a publication and social media plan, and an award winning redesign of Arteric's corporate website, Arteric.com. <https://arteric.com/#pharma-digital-agency>

Responsibilities

- Mentored & managed a team of four responsible for content strategy, marketing, creative/UX and analytics
- Provided direction & oversight of writers, art directors, SEO and analytics specialist, and a social media specialist
- Mentored & educated coworkers about the Arteric way to help them succeed & navigate in a high-performance environment
- Created & presented strategy briefs, project estimates (WBS) & statement of works with project management & account teams
- Created & presented value-focused presentations for client work, new business development and thought leadership, & for executive leadership
- Uncovered insights for client projects through Online competitor landscape & analysis by utilizing tools such as SEM Rush, Screaming Frog, Raven tools, and SERP analysis
- Performed website audits to identify design, technical, and SEO improvement opportunities to enhance clients' Online presence
- Led customer experience evaluations with partner agencies using Web based tools, in-person interviews, & on site UX testing
- Designed & executed keyword analyses to uncover content marketing opportunities utilizing Adwords search term & search console reports
- Crafted a unique talent-acquisition program
- Created & maintained Arteric's story, publication, marketing, social media, & thought-leadership materials & schedules
- Maintained yearly marketing budgets, goals, & KPIs for presentation to executive leadership
- Worked with content development team to create highly personalized CRM materials for distribution through Salesforce and account teams (leveraging personal relationships)
- Created app design, UX and marketing materials for proprietary iOS Application (Simple Conferences & <http://simpleconferences.com/>)

Clients

Celgene, Moberg, Matrixx Initiatives, Daiichi Sankyo, AIM at Melanoma, Center for Medicine in the Public Interest, Janssen, Sunstar, Corebrand, Weber Shandwick, Cherry Communications

Brands

Ozanimod, Unbranded disease education websites, OtezlaPro.com [US], Otezla.net [international], Celgene.com, Celgene Corporate Global Affiliates, Celgene Medical Affairs, Research Oncology, Dermoplast, Zicam, Value of Innovation, Savaysa, Arteric, Ace Endico, Procrit, Stelara, Teva, Simple Conferences, OntimeRX, TIAA