



BRENDA GEIGER

MARKETING PRO & CONTENT CREATOR

CONTACT

brendakgeiger@gmail.com 

(816) 501-6042 

Kansas City, MO 

EDUCATION

Master of Arts

Media Communications

Webster University

Bachelor of Arts

Journalism

Central Missouri State

University

SKILLS

Copywriting

Social Media Management

Content Creation

Blogging

SEO

Email marketing

Public Relations

Digital Marketing

Event Planning

CAREER OBJECTIVE

Use my voice to elevate healthcare, functional medicine, and holistic brands.

WORK EXPERIENCE

Senior Product Marketing Manager

Mosaic Diagnostics (Formerly Great Plains Laboratory)

May 2022 - current / Overland Park, KS

- Played a key role in the brand launch from GPL to Mosaic Diagnostics.
- Manage team of writers that produce content to support SEO strategy.
- Create all digital content -- blogs, webinars, podcasts, workshops, and videos.
- Manage six social media channels.
- Write all product brochures, social posts, video scripts, and email campaigns.
- Produce six annual virtual workshops that generate \$1 million in revenue.

Healthcare Marketing Consultant

Geiger Media

Aug 2020 - May 2022 / Nashville, TN

- Amplified Cerner's trade show involvement on social media channels and through coordinating podcast appearances.
- Helped Complete Health Partners announce two new clinic openings via social media management, copywriting, and media relations.

Director of Marketing & New Business Development

Signature Psychiatric Hospital

February 2018 - August 2020 / Kansas City Metro

- Managed all copywriting and external communications.
- Managed and grew social media channels.
- Grew hospital from a \$2 to \$8 million provider in 2.5 years.

Video Production
Media Spokeperson

CERTIFICATIONS

Accredited Business Communicator

- Managed a sales staff that generated \$500,000 in revenues monthly.
- Coordinated 16 annual events to meet hospital census goals.

Community Relations Manager

Mosaic Life Care

Aug 2016 - Feb. 2018 / Kansas City Metro

- Copywriting of all social media posts for the Spa at Briarcliff, which was hospital-owned.
- Met patient volume quotas for six hospital lines.
- Managed community relationships in the Kansas City market.
- Increased spa sales by 25% and social engagement by 30% in 2017.
- Developed new business for Home Care, Orthopedics and Sports Medicine, Workforce Solutions, and The Spa at Briarcliff.

Assurant Employee Benefits (now Sun Life)

Public Relations Manager

May 2011 - Dec 2014 / Kansas City Metro

- Copywriting of all news releases.
- Scriptwriting for external events.
- Content creation of all social media content.
- Developed Perseverance Hall of Fame and the biggest external event the company had ever executed today -- inducting inspirational persons with disabilities who came back better.
- Grew Facebook fans by 45%, LinkedIn followers by 30%, and Twitter followers by 27%.