

# Leena H. Anand

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**Digital Marketing Specialist with Sales & Marketing experience in Life Science, Pharmaceuticals, and Device.**

## Skills

- Product research & strategy
- Customer development
- Influencer outreach
- Analytics & reporting
- Landing Page Optimization
- Paid & organic lead generation
- Paid Advertising (Facebook, Google, Twitter, YouTube)
- Search Engine Marketing
- A/B Testing
- Email Marketing
- Search Engine Optimization
- Social media management
- Branding
- Marketing Automation

## Tools

- MailChimp
- Google Analytics
- Hubspot
- Hootsuite
- Google Keyword Planner
- Optimizely

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## Experience

### Specialty Sales Representative

Takeda Pharmaceuticals  
San Francisco East Bay

Mar 2015 - Jun 2017

My role was to implement strategies and tactics as defined by marketing and sales management to deliver specific FDA approved messages to physicians and other healthcare professionals within my territory.

- Ranked # 1 in the region with Nesina (Diabetes & Metabolism) by propelling through a crowded metabolic market space
- 100% Goal Attainment for full product portfolio in 2016
- Nationally ranked in the 25th percentile at the start of FYQ1, 2017
- Utilized data analytics and market research to identify proper channels of communication for providers and clinics
- Provided customized solutions based on collaboration, compassion, and creative vision centered around clinical and patient needs

### Account Executive, Marketing

Valley Radiology /  
Radnet Inc.  
Mountain View, CA

Aug 2009 - Mar 2015

As walk-in access to providers declined, I incorporated digital marketing to our sales strategy by launching e-mail and social media campaigns with relevant content for providers segmented by their specialty. Campaigns were tracked, tested, modified and revised based on analytics and results.

- Increased medical imaging revenue (MRI, CT, Ultrasound, Xray, DEXA) by \$40,855 FY 2013-2015, via development and distribution of content relevant

to specific segments of physicians, personalized communication, testing, and ongoing optimization

- Fostered partnership with Crossover Health Clinics at Facebook/Apple /LinkedIn/Applied Materials through strategic negotiation, service contracting, and EMR integration

### **Sales Representative**

Forest Pharmaceutical  
Palo Alto, CA

Nov 2007 - Jul 2009

Successfully launched 2 pharmaceutical products (Savella/Bystolic) with close collaboration with Forest's brand and marketing team

- Earned Representative of the Quarter award for competently persevering through 2 large product launches (Bystolic - cardiovascular metabolic space and Savella- Fibromyalgia in the CNS space) while driving the most regional growth with Lexapro for Major Depressive Disorder and Adult Generalized Anxiety Disorder

### **Sales Associate**

Boston Scientific  
Henderson, NV

Dec 2005 - Nov 2007

Primary goal of my position was to identify new business opportunities by leveraging existing contacts and generating new leads within the targeted physician community.

- Excelled at the conversion of competitive market share to BSC's Neuromodulation products by demonstrating clear clinical advantages
- Provided operating room assistance to Orthopedic, Spine, and Neurosurgeons in surgical placement of Boston Scientific's pain device.
- Negotiated pricing and contracts for product placement in hospitals and surgery centers

### **Sales Representative & Field Sales Trainer**

Forest Pharmaceuticals  
Henderson, NV

Nov 2002 - Dec 2005

Joined Forest Pharmaceuticals as a field sales representative to launch, market, and sell Namenda in the Alzheimer's space.

- Promoted from Sales Representative to Field Sales Trainer by promoting individual and team efforts for consistent sales results and goal attainment
- Received New Representative of the Year Award for the successful launch of Namenda in the Alzheimer's space while driving the most regional growth for Lexapro for Major Depressive Disorder

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### **Education**

University of California  
Davis, CA  
2000

### **Bachelor of Science**

Neurobiology, Physiology & Behavior

Google Partners  
San Francisco, CA  
2017

### **Google Adwords Certification**

AdWords is a powerful marketing tool that can help even the smallest businesses be found online, and get the word out about their products or service

Google Partners  
San Francisco, CA  
2017

### **Google (TrueView) Video Advertising Certification**

Proficiency in creating, managing, tracking, and optimizing video campaigns

Google Partners  
San Francisco, CA  
2017

### **Google Digital Sales Competency**

Comprehensive assessment and testing to ensure digital marketer meets Google's standards and proficiency when selling Google's digital solutions to clients.