

ERIN LAROWE

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1802 N. MAPLE ROAD • ANN ARBOR, MI 48103

MARKETING COMMUNICATIONS / OPERATIONS MANAGEMENT

Motivated professional with 10 years experience in management, multimedia communications, and strategic integrated marketing.

CORE COMPETENCIES:

- **Integrated Marketing**
- **Patient/Employee Relations**
- **Multimedia Communications**
- **Business Process Optimization**
- **Brand Management**
- **Database Management**

PROFESSIONAL EXPERIENCE

UNIVERSITY OF MICHIGAN HEALTH SYSTEM, PLASTIC SURGERY - Ann Arbor, MI

MARKETING COMMUNICATIONS SPECIALIST

2005 – Present

Successfully manage multimedia communication projects from concept through completion, including marketing and patient education materials for Plastic Reconstructive Surgery and the UM Cosmetic Surgery Center. Work closely with administrators, faculty and staff to create vision, conceive designs, and consistently meet deadlines, budgets and university requirements. Manage creative teams, outside design agencies, copywriting, production, and distribution of all marketing and educational materials.

Key Contributions:

- **Program Development** – Lead team of administrators, faculty and staff in the development of the UM Cosmetic Surgery Center. Develop marketing strategy, budget and tactical plans outlining advertising, branding, public relations goals and strategic alliances. Responsible for market research, driving overall strategy, tracking competitive environment, developing and communicating the overall vision.
- **Branding Initiatives** – Establish strong image for section through activities, including website development, logo development and search engine optimization. Work closely with institution's communication departments & outside vendors to maintain a consistent and high standard of the University of Michigan brand. Establish relationships with other programs to build presence within UMHS.
- **Marketing Communications** – Plan and execute all marketing initiatives, faculty presentations and events. Write, design and produce communication materials such as brochures, flyers, post cards, newsletters, news ads, magazine articles and web content. Research and write content for technical and non-technical audiences to promote the program and faculty on the web and in print publications.
- **Patient Education Initiatives** – Developed patient education materials that effectively raised awareness of services and faculty, reduced call center volume and increased the quality of patient care. Materials include educational videos, information packets for new patients and Primary Care Physicians, brochures and information available to patients and physicians on the web.
- **Process Standardization** – Lead team of faculty, administrators and staff in assessing clinic processes to improve clinic flow. Successfully implemented several process improvements, increasing continuity of care and decreasing wait times in clinic.

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UNIVERSITY OF MICHIGAN, BMC MEDIA - Ann Arbor, MI

MEDIA COORDINATOR

2003 –2005

Promoted to coordinate video production unit sales, billing, customer service, vendor and supply coordination. Managed all new and existing projects, product packaging, distribution, and all administrative functions. Managed freelance staff including writers, video editors, videographers, and producers.

Key Contributions:

- **Profit and Operational Improvements** – Successfully reduced operational costs by identifying cost-effective equipment rental options, negotiating with vendors and restructuring freelance contracts / rates.
- **Project Management** – Developed standardized processes for bidding / quotes, supply ordering and billing to minimize waste and maximize profits. Coordinated interdepartmental projects, meeting tight deadlines ensuring client and university requirements were met.
- **Client Relations** – Established strong client relationships through exceptional customer service as the primary contact for all client inquiries. Oversaw production by performing site inspections and quality control checks on deliverables. Developed satisfaction surveys and conducted follow up calls upon project completion for client feedback.

MANAGER, PHOTOGRAPHY UNIT

2001–2003

Promoted to oversee production, scheduling, and staffing for team of 10 full time employees. Developed client relations, participated in cross functional management teams to develop and execute strategic marketing initiatives and provide multimedia design packages for clients.

Key Contributions:

- **Digital Restructure Initiatives** – Lead unit through changeover from traditional to digital photographic processes, including coordination of hardware / software needs, file management, process design and staff training.
- **Management / Problem Solving** – Identified bottlenecks in the production and worked with employees to create more efficient processes along with developing quality control check points to improve client satisfaction and team performance.

PHOTOGRAPHER

1999 –2001

Key Contributions:

- **Studio, Location and Medical Photography** – Maintained high quality standards while performing photographic services for departments throughout the university.
- **Printing, Slide Duplication and Presentation Support** – Provided photographic and presentation support for faculty, students and staff within the university.

EDUCATION

(MBA) Master of Business Administration – Marketing Management, Human Resource Management

Eastern Michigan University, Ypsilanti, MI - *Currently Attending*

(BFA) Bachelor of Fine Arts – Communications

The School of The Art Institute of Chicago, Chicago, IL

TECHNICAL SKILLS

Skilled with both Mac and PC platforms • Microsoft Office (PowerPoint, Word, Excel, Access, Project, Outlook)
Adobe Design Suite (Photoshop, Dreamweaver, Illustrator, InDesign, Premiere Pro) • Filemaker Pro