

MIRANDA BARNARD

REVENUE-DRIVING MARKETING EXECUTIVE

Using Data and Storytelling to Convert and Delight Clients and Inspire Team Members

Drives revenue and change through performance-driven marketing featuring clever content and communications. Bold and inspiring leader with in-house marketing, communications and agency experience.

Most recently orchestrated all brand, demand gen and communications for a \$7B publicly traded employer benefits and financial services firm and one of the country's largest renewable energy providers prior to its \$3.5B acquisition. Spearheaded content marketing for a \$400M/year organization and created cause marketing plans with and for Fortune 100 companies, led awareness initiatives with the Obama White House and on Capitol Hill.

Brand Management | Performance Marketing | Corporate Communications | Crisis Communications
Audience Segmentation | Demand Generation | Content Development | Business Operations | Creative Services

PROFESSIONAL EXPERIENCE

CHG HEALTHCARE, Midvale, UT 2022-Current
Senior Director, Strategic Marketing

Oversee strategic, brand, demand marketing for +billion dollar CHG companies: CompHealth, Weatherby Healthcare, and Global Medical Staffing.

SUNRUN, Lehi, UT 2021-2022
Head of Integrated Marketing

Boomeranged back to Sunrun, which had acquired Vivint Solar. Led the integrated marketing team for Sunrun, the country's largest residential solar provider. I led corporate, internal, and exec communications; comms/marketing for the Ford F-150 Lightning launch and for policy, events, and channel partners; marketing strategy for Spanish language campaigns; and cause marketing. Serve as the Latinx ERG chair at this ~15,000 employee company.

HEALTHEQUITY, Draper, UT 2020 - 2021
Vice President, Marketing

Directed brand and demand marketing for this publicly traded (NASDAQ: HQY) national financial services company with +12M members and \$7B market cap during 3 acquisitions. Led corporate and client communications, demand gen and creative services.

- Oversaw external and internal communications on 3 acquisitions in less than 1 year.
- Increased sales opportunities 75% YoY by streamlining content and campaigns and enhancing marketing / sales alignment.
- Grew sales appointment rate 80% YoY by refining audience targets and improving CTAs.
- Led team with an eNPS rate +5% than the company average.

VIVINT SOLAR, Lehi, UT 2018 - 2020
Vice President, Marketing and Communications

Highest ranking communications and marketing official at this publicly traded company, acquired in 2020 for \$3.5B. Oversaw brand, performance marketing, communications, and digital customer acquisition. Provided cross-functional leadership, determined brand strategy, key messaging, marketing metrics, crucial components of customer journey and experience.

- Overhauled company brand and website and migrated CMS, growing web traffic 72% and digital sales 127% YoY.
- Implemented communications initiatives reducing negative call volume 30% in a target department.
- Launched proactive content with 50% open rate among current customers.
- Killed 80% of crisis news stories.
- Personally featured in [The New York Times](#).

CHILDREN'S MIRACLE NETWORK HOSPITALS , Salt Lake City, UT	2011 - 2017
Vice President, Content Development	2015 - 2017
Vice President, Communications	2012 - 2015
Senior Director, Communications	2012
Director, Public Relations	2011

Championed content marketing, corporate communication, and brand management; raised +\$400M annually for 170 North American children's hospitals as revenue increased more than 50% in 5 years.

- Editor in chief: identified and created assets as part of a content strategy meeting brand and revenue objectives, balancing objectives of multiple stakeholders and engaging key audiences using segmentation.
- Led communications and content efforts, resulting in record increase in brand KPIs, including 50% annual revenue growth over 5 years, positively shifted YoY consumer perception by a record 9%, grew web traffic 300%, and online revenue 80%.
- Showcased content at SXSW, in partnership with Facebook, and featured by brands including Walmart, Marriott International, Ace Hardware, and Delta Air Lines.
- Led teams up to 20+, including the Awareness team of PR, internal communication, creative services, celebrity relations, video production, media buying, and social media.
- Managed key initiatives with senior leadership at the Obama White House, Walt Disney Companies, Marriott International, Delta Air Lines, Chico's FAS, Ace Hardware and Miss America Organization.
- Supervised PR and cause marketing efforts in support of \$300M in annual revenue with corporate partners including Walmart, Sam's Club, Costco, Marriott International, Delta Air Lines, Ace Hardware, Rite Aid and RE/MAX.
- Launched retail initiatives with Walmart Baby division and consumer packaged goods companies Nestle Water, Johnson & Johnson, Procter & Gamble and Duracell.
- Oversaw celebrity campaign creation and launch with stars Jennifer Lopez, Chris Pine, Kristen Bell and Adam Devine.
- Served on the Business Operations Team to manage approximately \$40M operating budget.

INTEGRATED MARKETING GROUP (IMG), Salt Lake City, **PR Director**
MEDIA PARTNERS PUBLISHING, Park City, UT, **Vice President, Marketing & Communications**
RICHTER7, Salt Lake City, **PR Account Supervisor**
R&R PARTNERS, Salt Lake City and Las Vegas, **PR Account Coordinator**

EDUCATION

- **Master of Business Administration (MBA)**, Brigham Young University, Marriott School of Management, Provo, UT
 - Elected to student government both years. Selected by dean and faculty to provide the graduation student address.
- **Bachelor's Degree**, Southern Utah University, Cedar City, UT
 - Communication: Public relations and journalism. Member of Lambda Pi Eta Communications Honor Society.
- Undergraduate Credit, Journalism, Harvard University (Harvard Summer School), Cambridge, MA

AWARDS

Best Nonprofit PR Event (National), PR News Magazine, 2016
40 Under 40 Business Leader, Utah Business Magazine, 2015

TRAINING

Disney Institute, Employee Engagement, 2017

VOLUNTEER

Travel, Recreation, Culture & Convention Board Member, Appointed, Salt Lake County Council, Salt Lake City, UT, 2019 - Present
Board of Directors, Special Olympics of Utah, Salt Lake City, UT, 2021 - Present