

JOZALYN GREGOR

Nashville, TN | 484.798.4709
jozalyngregor@gmail.com | linkedin.com/in/jozalyngregor

Marketing Communications Specialist Demand Generation | Events

PROFESSIONAL SUMMARY

Strategic marketing communications expert with 10 years of experience. Creates and executes integrated demand-generating and customer engagement campaigns for life sciences companies. Leads projects, orchestrates in-person and virtual events, and owns multimillion-dollar budgets across multiple product lines. Supports strategic initiatives that drive process improvement and efficiency. Interested in leveraging strategic marketing and leadership experience. Open to travel and relocation.

AREAS OF EXPERTISE

Marketing Communications | Campaign Management | Event Management | Lead Generation | Marketing Analytics
Social Media Marketing & Management | KPI Tracking & Reporting | Process Improvement | Budget Management
Audience Segmentation | Project Management | Cross-Functional Communication

PROFESSIONAL EXPERIENCE

Agilent Technologies | Wilmington, DE

Feb 2016–Present

Regional Field Marketing Communications Specialist | May 2022–Present

Partner with marketing program managers to execute region-specific marketing campaigns while contributing to content development, tactic selection, budget tracking, performance measurement, and ROI reporting. Manage a \$2.5MM annual marketing budget. Support strategic marketing initiatives across multiple product lines and markets. Drive customer engagement and growth while measuring performance and optimizing ROI. Collaborate cross-functionally to create assets (landing pages, email campaigns, social media content, brochures, flyers, and e-books).

- Planned and executed field marketing events and customer engagement programs that drove \$10MM in demand, including ASMS (AFO's largest event), generating 196 qualified leads and 27% YoY growth.
- Leveraged Eloqua, Salesforce, and ON24 to support campaign execution, audience targeting, lead management, and performance reporting.
- Built cross-functional relationships that aligned sales and marketing strategies with business goals.

Services Inside Account Manager | Mar 2019–Apr 2022

Managed a portfolio of 200+ customer accounts across the new England territory. Partnered with product specialists, service delivery managers, and instrument sales teams to drive customer retention and growth. Managed service contract renewals and new business development.

- As team lead for the US East SSD group, drove process improvements, training, and collaboration.
- Instrumental in achieving the #1 Territory YOY during tenure.
- Achieved AFO Excellence Club recognition for exceeding 120% quota.
- Generated \$250K+ in new agreements as an H1 2021 New Business Top Performer.

Customer Support Representative | Feb 2016–Feb 2019

Managed multiple territories, supporting reps with quoting, contract upsells, and customer inquiries. Led service entitlement queue projects, providing weekly performance reports to management.

- Trained and mentored new employees, ensuring accuracy in orders, agreements, and invoicing.

EDUCATION

BA, Communication, 2015 (ACEJMC Accredited Program)

Emphasis in Public Relations, Concentration in Marketing

Shippensburg University of Pennsylvania

TOOLS & TECHNOLOGIES

SAP & Salesforce CRM | Spotfire | Google Analytics | Cvent | ON24
Adobe Creative Suite | Asana | Canva | Capcut