

# UAB MARCOM YEARS OF EXPERIENCE

## Digital Media

- 125** Digital marketing, advertising
- 123** Social Media
- 101** Google analytics, adword, etc.
- 64** SEO/SEM
- 33** Mobile Strategy

## Traditional Media

- 91** Media Buying (TV, radio, billboards etc.)
- 242** Print Publications
- 187** Writing, Editing & Storytelling

**157** Integrated Marketing & Communications

**50** Recruitment Marketing

**115** Content Marketing

**76** Physician Marketing & Communications

**144** Health Care Marketing & Communications

**117** Internal Marketing & Communications

**145** E-mail Marketing

**43** Lead Generation

**128** CMS Systems

**225** Project Management

**60** Event Planning/Coordination

**191** Marketing Strategy

**36** CME Development

**137** Marketing Reserach, Focus Group, Testing

**167** Strategic Communications

**179** Campaign Development

## Design & Development

**26** App Design/Development

**81** Web design

**93** Web Production

**93** Website development & programming

**115** Graphic Design

**128** Video development & production

**UAB MEDICINE**