# ResumeRevised.pdfAKUA N. APEA, MBA

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HEALTHCARE CONSUMER MARKETING | PATIENT ENGAGEMENT
OMNICHANNEL CAMPAIGNS

## Professional Summary

Healthcare marketing leader with 15+ years of experience developing consumer communications and integrated campaigns in regulated environments. Led member education, care navigation, and digital engagement across multiple markets at Blue Cross and Blue Shield of Illinois. Brings pharmaceutical agency experience supporting Allegra commercialization and launch-related promotional work, including creative, production, budgets, and timelines. MBA with experience using audience insights, campaign analytics, and cross-functional partnerships to improve engagement.

## Core Skills

Consumer and Member Engagement | Audience Segmentation and Messaging | Patient Education and Care Navigation | Email, SMS, Web, Portal, and Social | Campaign Measurement and Optimization | Legal and Compliance Review | Agency and Vendor Coordination | Budget and Project Management | Pharmaceutical Promotional Execution

## Professional Experience

### Audience Lead, Digital Marketing and Member Experience

Blue Cross and Blue Shield of Illinois | Chicago, IL | 2018–2026

- Led lifecycle and health activation communications across onboarding, education, care navigation, retention, and digital self-service journeys, supporting more than 10.7 million annual member interactions across multiple markets.
- Directed annual enrollment campaigns from planning through execution with marketing, analytics, creative, business, legal, and compliance partners.
- Developed and optimized email, SMS, web, member portal, and social communications using audience insights and performance data; programs achieved a 51% engagement rate and more than 253,000 care-navigation actions.
- Partnered with clinical, product, operations, and leadership teams on preventive care, behavioral health, virtual care, and healthcare navigation initiatives.
- Established communication governance and measurement practices supporting more than one million members and consistent execution across markets.

### Senior Digital Communications Consultant

Blue Cross and Blue Shield of Illinois | Chicago, IL | 2016–2018

- Developed acquisition, retention, and engagement communications across multiple markets, aligning audience needs with business objectives.
- Used campaign analytics to advise leaders on messaging and channel improvements.
- Coordinated marketing, operations, analytics, compliance, and technology partners to execute regulated email and web communications.

**Marketing Manager**

American Health Information Management Association (AHIMA) | Chicago, IL | 2011–2015

- Led B2B and B2C marketing for continuing education, credentials, academic programs, publications, and events serving medical coding and health information professionals.
- Partnered with senior marketing leaders on annual plans and goals; held full P&L responsibility and developed the annual budget.
- Exceeded a $10.6 million revenue growth target by approximately $1 million in 2012; generated $11.4 million in publications revenue in 2013.
- Increased conference enrollment by 26% in 2014 and 2015 through recruitment approaches and digital and print materials.
- Led the AHIMA Press rebrand, directed two mobile apps, and presented at two conferences on non-dues revenue and book marketing.

**Community Relations Development Manager**

Chicago Tribune Charities | Chicago, IL | 2004–2010

- Directed a $3.1 million rebranding initiative for charitable campaigns, increasing donor engagement by 24% and reversing a 9% revenue decline.
- Oversaw $5.1 million in grant allocations to more than 170 nonprofits and managed multichannel campaigns.

**Operations Project Manager, Pharmaceutical Marketing**

Draft FCB | Chicago, IL | 2001–2003

- Managed integrated digital and print promotional campaigns supporting Allegra commercialization and launch-related work; campaign enhancements helped achieve response rates 67% above goals.
- Coordinated pharmaceutical brand, creative, production, and client teams while managing agency resources, budgets, timelines, and concurrent promotional deliverables.
- Led three direct reports.

## Education

MBA, Management and Marketing Strategy | DePaul University

BS, Merchandising and Marketing | Michigan State University

E-Marketing to Enhance CRM Certificate | DePaul University

## Tools and Leadership

Salesforce | Acoustic | Adobe Experience Manager | Tableau | Wrike | SharePoint | CRM and campaign analytics | Tutoring Chicago Board Member | Women in Direct Marketing International, President