

# Aly Schweigert

I'm a digital strategist with 10+ years of professional experience packaging content to build qualified audiences. I have an agency background with experience directing large-scale campaigns.

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## RELEVANT EXPERIENCE

### **American Medical Association, Chicago — Sr. Manager, Digital Content Strategy**

MAY 2018 - PRESENT

The American Medical Association (AMA) is the largest non-profit membership association representing America's physicians. I joined the AMA to lead initial content strategy packaging efforts and my role quickly expanded to directing non-social channel strategies and managing a \$1.5MM/year newsletter.

- Managed strategy and oversaw execution for enterprise marketing around telehealth, physician burnout, private practices, and health equity. Includes writing key messages, developing a reporting/metrics framework, and executing campaign strategy across multiple departments and teams.
- Directed strategy and oversaw execution for non-social channels, including AMA Morning Rounds newsletter (300k users; daily circulation), Aimtell browser-based push notifications (nearly 500,000 subscribers in one year), Apple News, Flipboard, and more.
- Product owner and editorial director of the flagship AMA Connect app, which allows for personalizable content feeds, multiple content types, and links to member accounts. Direct strategy for user engagement/stickiness, acquisition, optimization and marketing for the app.
- Direct strategy for content strategy lead generation programs, leading to a 122.5% increase in digital subscribers on my channels in 2020.
- Direct and oversee execution of AMA podcast strategy. Launched and currently manage all podcast channels, including *AMA Moving Medicine*, *AMA COVID-19 Update* podcast, *AMA Thriving in Private Practice* and *AMA Making the Rounds*.
- Manage a team of three full-time digital marketers and two full-time contractors.

## SKILLS

Content Strategy  
Audience Development  
Digital Marketing  
Podcast Strategy  
Lead Generation and  
Subscription Strategy

## AWARDS

### **2021 AVA Awards [Platinum: Digital Marketing Campaign \(Contributor\)](#)**

"AMA Physicians' Powerful Advocate and Trusted Voice"

### **2021 AVA Awards [Gold: Podcast Series](#)**

"AMA COVID-19 Update Podcast Series"

### **2019 Content Marketing Award Finalist: Association Publication**

"Moving Medicine Magazine"

## CERTIFICATIONS

**Google**  
Google Analytics IQ Certification

**Google**  
Google AdWords Certification

**Hubspot**  
Agency and Partner Certification

## **Wolters Kluwer Health, Chicago — Marketing Communications Manager**

JULY 2015 - MAY 2018

Acquired by Wolters Kluwer Health in late 2016, Emmi is a Chicago tech company that develops digital patient engagement solutions for private practices, SNFs, hospitals and other care settings.

- Contributed to brand strategy and positioning, product marketing, and thought leadership initiatives.
- Developed a product launch campaign for a niche market that resulted in over 50 qualified B2C leads and multiple sales conversations.
- Developed high-level digital marketing strategy and managed the advertising budget for all of Emmi's digital assets.
- Prepared monthly analytics reports and provided data-driven digital marketing strategy recommendations.
- Built Emmi's marketing automation programs. This included integrating the HubSpot platform with Emmi's existing Salesforce CRM and developing lead scoring strategy.
- Developed digital lead nurturing campaigns, including automated email programs to qualify digital leads.
- In 2016, exceeded Emmi's yearly digital lead generation goal by 9%.

## **Cleriti, Cincinnati, OH — Inbound Marketing Manager**

JUNE 2014 - JULY 2015

Cleriti was a boutique digital marketing agency headquartered in Cincinnati.

- Developed high-level strategies as lead strategist and account executive for clients in healthcare and SaaS technology.
- Directly managed a 3-member production team.
- Developed digital marketing strategy to drive lead generation, brand engagement and fuel sales funnel.
- Presented monthly KPI reports to key stakeholders and provided data-driven recommendations.
- Over three months, my team's digital efforts led to a 23% increase in traffic and a 14% increase in conversions YOY for one B2C client's eCommerce website.

**Ball State University, Muncie, IN — *Assistant Writing Center Director***

JUNE 2013 - MAY 2014

Ball State's Writing Center offers writing and communication workshops, tutoring, and mentoring for students and staff.

- Created and monitored campus-wide advertising campaigns, developed email copy and managed our social media channels.
- Developed a style guide for Writing Center marketing communications and trained employees on our messaging.
- Co-managed a staff of 24 tutors. Also responsible for hiring, bi-annual reviews and training.

**Independent Marketing Consultant, Muncie, IN**

MARCH 2009 - AUGUST 2012

Before earning my Master's degree, I worked as a marketing strategist and consultant for local small businesses.

- Developed a variety of marketing materials, including SEO-rich website copy and digital ad campaigns.
- Wrote and A/B tested lead nurture emails and landing pages; developed an optimization schedule for updating these assets.

**EDUCATION**

**Ball State University, Muncie, IN — *Masters of Arts, English: Rhetoric and Composition***

AUGUST 2012 - MAY 2014

**Indiana Wesleyan University, Marion, IN — *Bachelors of Arts, English and Writing***

SEPTEMBER 2006 - MAY 2010