

KASEY RYAN

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HEALTHCARE SAAS MARKETING | PATIENT ENGAGEMENT | LIFECYCLE + CRM MARKETING | GTM & PARTNER MARKETING

PROFESSIONAL SUMMARY

Healthcare SaaS marketer with hands-on experience across patient engagement, lifecycle marketing, customer marketing, email campaigns, content, digital campaigns, partner marketing, events, and marketing operations. Experienced supporting B2B healthcare technology platforms with campaign strategy, HubSpot and Customer.io workflows, audience segmentation, customer communications, sales enablement, product education, and GTM execution. Strong cross-functional collaborator with experience working closely with Sales, Customer Success, RevOps, Product, and executive leadership to turn business priorities, product updates, and customer insights into clear, useful campaigns that support growth.

CORE SKILLS

Healthcare SaaS Marketing • Patient Engagement Marketing • Lifecycle Marketing • CRM Marketing • Email Marketing • Customer Marketing • Marketing Operations • Partner Marketing • GTM Support • Product Marketing Support • Sales Enablement • Campaign Strategy • Audience Segmentation • Nurture Sequences • Workflow Logic • Customer Communications • Event Marketing • Webinar Marketing • Landing Pages • Lead Capture • UTM Tracking • NPS Programs • Customer Advocacy • Testimonial Outreach • AI-Assisted Marketing Workflows

PLATFORMS & TOOLS

HubSpot • Customer.io • Salesforce • GoHighLevel • Salesmsg • Claude • ChatGPT • OpenAI • Figma • Lovable • Canva • HeyGen • Google Workspace

PROFESSIONAL EXPERIENCE

ALOHA | Marketing Specialist | McKinney, TX | January 2026 - Present

B2B Healthcare SaaS / Patient Engagement Platform

- Support marketing for a B2B healthcare technology platform focused on patient engagement, communication automation, practice growth, and patient access across chiropractic, optometry, and audiology verticals.
- Manage lifecycle, customer, and growth marketing initiatives across 70,000+ prospect contacts and approximately 9,000 customer contacts, supporting acquisition, onboarding, engagement, retention, expansion, and advocacy programs.
- Build, manage, and optimize email campaigns, nurture sequences, product education campaigns, customer communications, webinar campaigns, and event follow-up workflows across HubSpot, Customer.io, Salesforce, and Salesmsg.
- Own segmentation support, campaign logic, workflow development, email execution, and performance tracking for prospect and customer audiences.
- Write and edit marketing copy across emails, landing pages, one-pagers, sales enablement materials, customer education assets, webinar promotions, event campaigns, and product communications.
- Partner with Sales, Customer Success, RevOps, Product, and executive leadership to support GTM initiatives, product education, customer engagement, and revenue growth.
- Work closely with RevOps to improve campaign execution, lead capture, lifecycle stage logic, reporting visibility, CRM hygiene, and marketing-to-sales handoff processes.
- Support product marketing needs by translating product updates, feature context, customer pain points, and workflow changes into clearer messaging, launch communications, enablement materials, and customer-facing education.
- Partner with the Chief Growth Officer and executive leadership on strategic partnerships, co-marketing initiatives, marketplace visibility, campaign planning, and customer/prospect communications.
- Coordinate customer marketing and advocacy initiatives including onboarding optimization, product adoption campaigns, webinars, customer immersion events, NPS follow-up, testimonial outreach, review generation, referral messaging, and customer success storytelling.

- Use AI tools including Claude, ChatGPT, OpenAI, and Customer.io AI to streamline campaign planning, content development, audience research, workflow documentation, and marketing execution.
- Helped support the migration from HubSpot to Customer.io, including workflow development, segmentation strategy, lifecycle campaign planning, and marketing automation execution.

DINNER TABLE / GRAVYSTACK | Community Operations & Partner Success Manager | Remote | June 2024 - December 2025

Community, Partner Success & Lifecycle Engagement

- Supported lifecycle communications, community engagement, and partner success programs for a national community of 40,000+ members.
- Built onboarding journeys, CRM workflows, partner communications, retention initiatives, and engagement programs using GoHighLevel.
- Developed partner launch plans, enablement resources, educational content, communication campaigns, and community engagement materials to support activation and long-term participation.
- Managed ongoing communication with partner organizations, community stakeholders, and internal teams to support onboarding, engagement, and program adoption.
- Collaborated with Marketing, Operations, Product, and Leadership teams to improve activation, engagement, retention, and partner experience.
- Supported content planning, community announcements, campaign messaging, education resources, and event-related communications.

INDEPENDENT MARKETING & BRAND CONSULTANT | Brand Strategy, Content Marketing & Community Growth | Remote | 2021 - 2024

- Supported entrepreneurs and small business owners with personal branding, social media marketing, content strategy, audience growth, and customer engagement initiatives.
- Developed content calendars, messaging frameworks, educational resources, and campaign ideas designed to build audience trust and improve engagement.
- Managed onboarding, communication, education, and support for a team of 50+ partners.
- Created training resources, social media content, community communications, and engagement strategies to support product education, brand growth, and customer retention.
- Helped translate product value propositions into clear, relatable messaging for social media, community education, and customer-facing content.

HILTON | Revenue Specialist, Revenue Management Consolidated Center | Dallas, TX | April 2017 - August 2019

Revenue Management, Analytics & Strategic Reporting

- Managed revenue performance analysis and strategic recommendations across a portfolio of 14 hotels.
- Analyzed market trends, occupancy patterns, competitive data, and revenue performance to support pricing strategy and business decisions.
- Presented forecasting insights, performance updates, and strategic recommendations to leadership teams.
- Partnered cross-functionally with hotel leadership, sales, and revenue teams to optimize pricing, occupancy, and revenue outcomes.
- Supported onboarding and mentoring for new team members, helping improve ramp time and operational consistency.

EARLIER EXPERIENCE

SIMPSON PROPERTY GROUP | Leasing & Property Management Support | 2013 - 2016

- Supported customer-facing sales, leasing, resident communication, and operational processes in a fast-paced property management environment.
- Developed strong communication, customer service, relationship-building, and administrative coordination skills.

EDUCATION

Bachelor of Business Administration (BBA), Business Finance | Brandman University | 2017