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Web 205

A4: Ten Stories

TEAM Story 1: ASTRO Animated Panels

While at Calypso Medical, I had to develop a set of 30+ animated panels in PPT to play on multiple vertical flat screen TVs for ASTRO, an annual tradeshow, within two weeks. This was a switch from the classic printed panels used in the past. These panels included topics regarding the Calypso System, animations, graphics and videos. I worked with the Sales group to understand their goals, the Marketing group for the information and order and the Executives for approval.

- Worked with multiple groups to create the content and flow of the panels.
- These panels were designed with Calypso's branding and messaging, particular to their target audience.
- The panels were well received, engaging and effective.

TEAM Story 2: Marketing Research / Installation Process

As Calypso was gearing up for commercial launch of their Calypso® System, I worked with Engineering to develop a process for system installation within the hospital vault rooms. Many of these rooms vary and require specialized equipment to make a (future) purchase and install possible. I worked with the VP of Engineering to gather engineering requirements, purchased the necessary surveying tools and built the survey documents. I worked with the two service technicians to schedule survey dates with the hospitals, received their reports and quantified the results. This process allowed the future Service Department to be aware of installation issues and solutions and to have a process in place for the pre-installation survey.

- Survey what percentage of hospitals have installation issues that may prevent purchasing the system.
- Developed an installation survey process to quantify issues.
- Engineering was able to create solutions for installation issues and increase the number of sales. Marketing (then a team of 3 including me) was awarded by the company for pre-launch efforts.

GOOD Story 1: Launch of Site Locator

As part of the company website redesign, one of my responsibilities was to outline the requirements for the site locator. The purpose of the site locator is to allow the public to search for Calypso System treatment locations and doctors in their area. This would increase reoccurring sales of the Beacon® Care Packages; increase demand for this treatment thereby creating competition and sales in locations where there is a Calypso install; and foster patient relations. The site locator was launched on time and within budget. The site locator was the most visited page of the website. In addition, doctors trained to treat with the system demanded to added immediately because they were aware of its success in providing patients.

- Increase sales of systems and Beacon Care Packages with public search and demand.
- Developed a user-friendly search tool for the public to find system and doctor locations.
- Increased competition, therefore sales, in some MSAs (Metropolitan Statistical Areas).

GOOD Story 2: Patient Testimonial Video

I took the lead to create a new patient testimonial video using existing footage from a July '08 focus group event. Originally, this was managed by the PR manager but did not deliver to expectations so I was given the project. I started from scratch in mid-September and produced a storyline from each patient's transcript. Then I worked with our video vendor to create the testimonials as envisioned by the company. With acute attention to detail, we produced an engaging video of several Calypso patients within 1.5 months. The video was played in the Calypso Medical booth at ASTRO in November '08 with positive and exciting feedback. The videos are still in use on the website.

- Produce a set of engaging testimonial videos for PR purposes within 1.5 months.
- Edited existing transcripts to outline patient stories that were concise and impactful.
- Well received at first viewing at ASTRO and reused for multiple PR purposes.

BAD Story 1: Co-worker Miscommunication

In preparation for the ASTRO '08 tradeshow, I experienced a miscommunication with a fellow co-worker. My co-worker was in Clinical and I handed over a project that I had managed in the past. This project dealt with creating abstract posters on the behalf of doctors who did studies with the Calypso System. I had to "train" him on how to schedule a timeline with the doctors and managing graphics, while maintaining quality control over design as Calypso had learned to expect from me. Due to differing personality traits and communication styles, a seemingly benign email hampered the project to some degree and caused tension. I learned that email is not always the best way to convey certain messages as they may be misunderstood. After a face-to-face conversation, we solved the miscommunication without HR involvement, continued to work well together and finished the posters in time for ASTRO.

- A miscommunication over email hampered the project and caused tension
- A face-to-face conversation to resolve the issue and tension
- Resumed working relationship without HR involvement and completed the posters on time

BAD Story 2: Inflexible Website

I managed the company site. However, it was a struggle to make important and immediate changes due to the website's lack of flexibility and inadequate design of the back-end. The website was built with a proprietary CMS that required us to go back to the vendor to make larger updates or changes which also raised costs. I worked with management to outline current issues, redesign requirements and vendor selection to launch a new, user-friendly website. After launching the Drupal-based website, we reduced costs associated with the website by 72% because I was able to make most of the updates. It also reduced turn around time for requested changes.

- Immediate changes were not possible due to an inflexible back-end design of the website.
- Outlined issues with the current design, redesign requirements and selected the appropriate vendor selection who will meet the company's needs.
- Decreased reoccurring vendor costs by 72% and reduced turn around time for updates.

SPECIAL Story 1: AUA Tradeshow Display

Calypso was participating in the AUA tradeshow in May of 2010 where they would have a 12'w x 8'h backwall display. This backwall would consist of one large image of a jetfighter landing on an aircraft carrier to promote "accurate, precise targeting". However, the management was not satisfied with the images presented to them by the design vendor we were working with. I suggested that we combine different aspects of three images to create the image they were looking for. Management agreed and the vendor suggested it would take several days and \$5000 to complete this image for the large backwall. I politely suggested to my management that I handle the project with my resources and ability. They agreed and gave me two days to produce it. I completed the large format PSD image to their expectations that very afternoon. Not only did I excel management's expectations, but I saved them \$5000 and valuable time.

- Expectations of a large format image with a particular look that could not be immediately provided for by the vendor.
- Using my skills in Photoshop, I merged aspects of three images to create one large format image.
- Exceeded expectations, delivered product days ahead of schedule and saved Calypso \$5000 in vendor fees.

SPECIAL Story 2: North Dallas Radiation Oncology Building Sign

Our sales rep in the Dallas area called me requesting me to do a sign design for a new Calypso customer. Last minute and “unsanctioned” requests from Sales like was not uncommon. This customer recently purchased clinic space and a system and wanted to have a lighted sign for the side of the building facing the street. This doctor really wanted to promote his practice and increase patients to his clinic with the availability of the Calypso System. I gathered information such as building façade size and materials, scaled drawings, and materials and functional specifications. I took this information and designed a three-dimensional lighted sign combining the clinic’s and Calypso’s branding. I submitted the design and specifications to a Dallas vendor for production. The sign was completed before the clinic’s grand opening. This kind of promotional material was not commonly provided for customers. This request built a good relationship for the customer and the sales rep because of the quick turn around “favor”. This sign helped to promote and bring in new patients, which in turn increased reoccurring BCP sales for Calypso.

- New customer making an uncommon marketing support to promote their purchase and bring in new patients.
- Designed a 3D, lighted building sign for the customer.
- Built up relationship between sales rep and customer due to going the extra mile to promote (for free!) and increased BCP sales for Calypso.

FUTURE Story 1: Expanding My Experience

I expect to find a job within the web field where I can enhance my current skills and expand my skill set to include new technologies/programs/languages. I want to be invaluable in providing my employer with as much resources as possible and I love to learn.

- Enhance and expand my skill set
- Continue learning new technologies/programs/languages
- Be an invaluable resource to my employer

FUTURE Story 2: Large Project Launch Involvement

I would love to be part of a successful large project, starting from the ground up. I would like to have a large role in this by providing what skills I have to offer. I see myself managing a team on projects.

- Launch a large project successfully
- Play an influential role in the project(s)
- Manage a team