

Elizabeth Sexton

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Healthcare growth marketer who starts with the audience: who to reach, when, and what makes them act. Built online patient communities, ran pharmaceutical campaigns with patient advocates, and owned statewide public-health campaigns end to end. Manages \$500K+ across paid social and search against CAC and conversion goals, doubling monthly traffic and holding it 7+ months with no added budget. Builds AI into the work where it's reliable, knows where it isn't, and verifies before trusting it.

SKILLS

Platforms: Paid Social (Meta, TikTok, Snapchat, Reddit, Twitch), Google Ads, SEO, Email (Klaviyo, ActiveCampaign)

Analytics and Optimization: Google Analytics 4 (GA4), Google Tag Manager (GTM), Looker Studio, A/B Testing, Attribution, KPI Mapping, Conversion Optimization, Growth Strategy

AI and Technical: AI/LLM Workflows (Claude Cowork, NotebookLM), Python, NLP/Sentiment Analysis

EXPERIENCE

Initium Health | Denver, Colorado

September 2025 - Present

Senior Analytics Consultant

- Own end-to-end strategy and execution for 5+ statewide cross-channel public health awareness campaigns, managing paid media, organic social content, creative review, and stakeholder reporting.
- Built conversion tracking and event measurement (GA4, Google Tag Manager) into campaign websites to map the full user journey against defined goals, then directed the content and ads to convert against them, optimizing to completed actions rather than clicks.
- Manage \$500K+ in annual paid media across Meta, Google, TikTok, Snapchat, YouTube, and Twitch against CPM, CAC, and conversion goals; channel reallocation and continuous creative testing drove more completed actions per dollar without added spend.
- Integrated technical SEO and social media strategies to double monthly website traffic, sustaining the increase for 7+ consecutive months with no additional budget.
- Manage 2 contractors and 2 interns across web development, design, SEO, and social, setting priorities, establishing workflows, and building repeatable processes.
- Build client-facing and internal dashboards that tie campaign performance to each program's goals, giving stakeholders an outcome-based view of results.
- Lead development of AI-powered conversational avatars for behavioral health applications, managing API integration, persona design, and clinical knowledge base curation.
- Built an NLP sentiment pipeline analyzing campaign comments on sensitive health topics to surface audience pain points and questions, directing which resources and content to create.

Health Union, LLC | Philadelphia, PA

2020 - 2023

Manager, Community Development

2021 - 2023

- Managed pharmaceutical marketing campaigns across multiple condition verticals, ensuring HIPAA compliance while tracking engagement and performance metrics.
- Recruited and onboarded 25+ patient leaders, managing contracts, timelines, and participation in sponsored campaign content for pharma partners.

Associate Manager, Community Development

2020 - 2021

- Led content and engagement strategy for [AlzheimersDisease.net](#) and [Sickle-Cell.com](#), including editorial calendars, email campaigns, social media, and full WordPress site operations.
- Applied A/B testing and SEO across web, email, and social content; co-designed community surveys and partnered with UX to develop data-driven creative.

Intern, Marketing & PR

2020

EDUCATION

University of Colorado, Boulder

May 2025

MS, Business Analytics (Healthcare Track)

Pennsylvania State University

2020

BBA, Marketing