





# GAIL BLAIR LEWIS

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## PROFESSIONAL SUMMARY

Impactful manager with 15+ years of experience in sales and marketing roles for multi-channel and Fortune 500 organizations - including healthcare, retail, TV, news and entertainment industries. Proven track record in operations, project management, strategic communications and cross-collaboration influencing skills. Oversees objectives and key results to achieve budgets and growth plans. Passionate about creating enriching work environment and creating opportunities for top performers.

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## SKILLS

- Sales Statistics/ROI Analysis
- Operating Procedures and Policies
- Team Recruiting and Onboarding
- Project/Partnership Management
- Media Planning
- Go-to-Market Strategy
- Content Development/Copywriting
- Email Marketing
- Salesforce
- Microsoft Office Suite
- Tableau, Google Analytics
- SharePoint
- Microsoft Teams/Zoom
- Photoshop, Canva, SnagIt
- Adobe Acrobat
- WordPress/HTML

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## EXPERIENCE

**Centene Corporation (Wellcare Health Plans, Inc.),** Remote  
**SENIOR MANAGER, SALES OPERATIONS,** January 2021 – Present

- Lead for other Sales Operations Managers on key milestones and project deliverables. Train, coach, and manage performance of Sales Operations Managers to optimize capabilities to meet or exceed budgeted goals.
- Manages cross-functional project teams in the delivery of multiple business initiatives for regional field sales offices. Responsible for the development of the business and technical requirements and drives initiatives to ensure timelines and expectations are met.
- Provides strategic oversight and dedicated partnership for field sales leaders to achieve sales goals, provide profitable outreach plans and ensure needs are met.
- Prepares strategic analysis of potential business and/or operational opportunities.
- Presents and participates in meetings with all levels of management, including Sr Leadership.
- Lead contact for compliance and privacy efforts. Provide direction, training and leadership to ensure compliance across all sales and marketing outreach efforts.

**Centene Corporation (Wellcare Health Plans, Inc.),** Tampa, FL  
**SALES OPERATIONS MANAGER,** January 2020 – January 2021

- Operationalize strategies to maximize sales opportunities, retain membership, grow market share, and improve underperforming markets. Recommends and manages process to

create media strategies through collaboration with market leadership and media partners to impact sales attainment.

- Serve as liaison between key stakeholders to ensure sales efforts are aligned to achieve operational, financial and growth benchmarks. Monitor marketing and sales activities across all channels to measure progress.
- Manage, identify, develop and nurture retail partnerships which afford markets the opportunity to conduct events, generate leads and create a stronger presence in the community.
- Provide direction and manage all Medicare prospect and sales activities, including lead tracking, disposition and allocation to improve processes and utilization of lead management tools.
- Train, coach, and manage performance of sales/agent staff to optimize capabilities and hit budgeted goals.

**Wellcare Health Plans, Inc.**, Tampa, FL

**REGIONAL MARKETING MANAGER**, August 2017 – December 2019

- Responsible for supporting the Medicare line of business by developing and executing direct-to-consumer marketing strategies and their corresponding tactical executions for the regional markets.
- Collaborate with local market partners, to drive membership acquisition, retention and revenue growth.
- Develop and direct the local market strategy and tactical operating plans with the regional/local teams.
- Regional marketing budget management.
- Analyze local market results, competitive landscape and other key market and consumer insights to determine regional opportunities and message positioning.
- Liaison between regional sales teams, external media agencies and 3<sup>rd</sup> party vendors.

**Cox Target Media (Valpak)**, Saint Petersburg, FL

**CONSUMER ENGAGEMENT SPECIALIST**, October 2012 – March 2017

- Management of digital content and print marketing strategies for direct marketing coupon and savings companies (Valpak and Savings.com), and their success in optimizing consumer engagement and brand experience.
- B2C marketing corporate liaison to 170+ franchisee advertising sales network, including providing relevant education/training to increase local advertising sales.
- Strategy, design and management of content marketing program and other promotional initiatives to increase frequency, breadth and depth of all consumer actions with branded products and advertisers.
- Creation and editorial management of company blog, landing pages and promotional microsites. Also including 3<sup>rd</sup> party content curation, aggregation and distribution.
- Responsible for content planning and deployment of company's weekly savings email (600K+ subscriber base).
- Amplified awareness of affiliate merchant savings (grocery coupons, major retail promotional codes, buying guides).

**Cox Target Media (Valpak)**, Saint Petersburg, FL

**PROMOTIONS INCENTIVE SPECIALIST**, March 2012 – October 2012

- Responsible for the strategy, design, management and communication of Valpak's consumer incentive platform and its ability to direct, track and reward online and offline consumer integration with branded products and advertisers.
- Accountable for the definition of consumer segments (reward intervals, consumer path, incentive tiers) and directed their behaviors while also growing new, maintaining existing and reengaging inactive customers.

- Created revenue-generating products tied into consumer experience while integrating the company's sales network and products (including print, online, mobile and social media) to support program definition and evolving roadmap within budget.
- Used statistical analysis of KPIs to drive decision-making process and clearly communicated project specifications via Agile methodology to internal business partners.
- Created campaign calendar utilizing plugins and organizational tools to keep the incentive program fresh and rewarding while allowing for time-sensitive strategic consumer touch points on a regular basis.

**HSN, Inc.**, Saint Petersburg, FL

**DIGITAL CONTENT PRODUCER**, December 2009 – March 2012

- Developed dynamic digital content and merchandising initiatives to drive eCommerce category sales conversion and consumer engagement for Top 50 internet retailer, HSN.com.
- Communicated status of projects to key stakeholders; cross-functional internal teams and external brand partners.
- Partnered with internal digital teams to identify opportunities to execute SEO/SEM strategies for new customer acquisition.
- Researched relevant new technologies; benchmarked and gathered competitive analysis to help generate ideas for future opportunities.

**Cox Newspapers, Inc. (The Palm Beach Post)**, West Palm Beach, FL

**WEB PRODUCER**, August 2004 – September 2009

- Managed multiple digital products, site channels, microsites and email marketing campaigns for Advertising, Circulation and Editorial departments.
- Managed relationship with external vendors to ensure digital product offerings kept in line with company's strategic business plans.
- Generated and evaluated monthly revenue and web analytics reports identifying KPIs to upper management.
- Subject matter expert to internal departments and their respective media operations, sharing best practices and developing effective processes and training.

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## EDUCATION

**Bachelor of Arts / University of Central Florida**, Orlando, FL

Journalism, Minor in Literature

**Associate of Arts / Palm Beach State College**, Lake Worth, FL

Journalism

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## ACCOMPLISHMENTS/ACTIVITIES

### Team Vision Award Winner

Exemplary Work on HSN's Fall Fashion Series presented by Elle Magazine

### Team MVP Winner

Cox Newspapers Quarterly Advertising Awards

### Vice Chair

Cox Media Group Diversity and Inclusion Council

### Contributing Writer/Published Work

U.S. News and World Report, AOL Finance, PalmBeachPost.com