

JENNICA REEVES

CONTACT

+1 (310) 427-4352

jennicareeves@gmail.com

[linkedin.com/in/jennicareeves](https://www.linkedin.com/in/jennicareeves)

PORTFOLIO

[jennicareeves.com](https://www.jennicareeves.com)

SUMMARY

Resourceful marketing leader with 17 years of experience driving transformative business impact, instrumental in propelling NuVasive's rise from a billion-dollar startup to a three-billion-dollar acquisition. Proven ability to execute with intention and precision, inspire teams, exceed expectations, and navigate demanding environments. Adept in bridging the gap between technical features and engaging communication, employing strong project management practices, and fostering global collaboration.

SKILLS

Brand Management
Campaign Management
Campaign Strategy
Content Strategy
Copywriting
Creative Strategy
Intercultural Communication
Platform Adoption
Process Development
Project Management
Remote Leadership
Sales Enablement
Vendor Management

TOP FIVE STRENGTHS

Achiever
Deliberative
Responsibility
Strategic
Intellection

EDUCATION

Bachelor of Science in Applied Arts and Sciences, Business Administration (Management)
San Diego State University

PROFESSIONAL EXPERIENCE

NuVasive (acquired by Globus Medical in 2023)

San Diego, CA

Senior Manager, International Marketing

March 2023 – Present

Analyze regional insights and spearhead omnichannel strategies that ignite customer engagement and reinforce NuVasive as the leader in spine technology innovation across diverse global markets.

- Promoted after performing dual roles leading international marketing and stepping in as EMEA lead
- Designed clear and scalable processes enabling compliant messaging, translations, and brand identity across all regions
- Led the sales enablement strategy for the most clinically effective cervical total disc replacement on the market, driving over 30% growth
- Enhanced customer experience and lead generation by crafting impactful campaigns, leveraging email automation, peer-to-peer influence, and regionalized content and communication channels
- Spearheaded customer email campaigns exceeding industry benchmarks with zero unsubscribes
- Boosted team efficiency by creating project templates and deploying software that automates workflows, supports timely deliverables, and eliminates project silos
- Coached the global marketing team on content creation, project management, and AI best practices, influencing their adoption of Smartsheet, project execution templates, and content strategy models
- Championed employee growth through personalized onboarding, mentorship, clinical education, product demonstrations, campaign management workshops, and copywriting courses

Manager, International Marketing

February 2021 – March 2023

- Promoted after bridging gaps between corporate and international while empowering regional teams to deliver a cohesive brand experience
- Built a multinational team that drove double-digit growth across APAC, EMEA, and LATAM
- Led the LATAM single-position surgery launch strategy while boosting X360 portfolio brand equity

Lead Program Manager, Global Marketing

January 2019 – February 2021

- Minimized customer disruption by partnering with regulatory to craft EU MDR strategies
- Drove co-marketing initiatives for our enabling technology platform and the Siemens' C-arm
- Launched peer-to-peer series during COVID-19 lockdown exceeding industry engagement averages

Senior Program Manager, Global Marketing

February 2015 – January 2019

- Managed 300+ timely, cost-effective HCP programs aligned with KOL goals and product launches
- Spearheaded transition to new software providing companywide campaign transparency
- Solidified brand cohesion across markets with a style guide and standardized promotional materials
- Led RFP to vendor transition securing economical solutions, efficient storage, and faster lead times

Program Manager, Global Marketing

January 2015 – February 2015

- Implemented standardized procedures for bone model and demo kit logistics, optimizing resource allocation and allowing program leads to prioritize high-impact work

Executive Assistant to the Chairman and CEO

January 2014 – January 2015

- Promoted to lead the CEO team after demonstrating exceptional dual-role performance
- Crafted the CEO's business and political correspondence and curated impactful speeches
- Authored executive summaries and served as the primary board liaison with utmost discretion

Senior Administrative Assistant to the Chairman and CEO

July 2013 – January 2014

- Forged vital surgeon and hospital alliances that drove the XLIF launch in Italy and Japan
- Managed executive goals and operating mechanisms, surgeon and employee engagement, onboarding, event curation, travel, and security
- Steered temporary employees into full-time roles through effective training and mentorship

Northwestern Mutual

San Diego, CA

Financial Sales Representative

June 2012 – May 2013

- Proactively identified client needs and collaborated with regional leaders to deliver customized investment and risk management solutions

V&P Scientific

San Diego, CA

Marketing Specialist

May 2008 – June 2012

- Orchestrated digital, trade show, and lab demo strategies that boosted sales by 30%, grew customer base by 30%, and expanded clinical resources by 140%

Administrative Assistant, Office of the President and CEO

May 2007 – June 2012

- Managed OEM partnerships, CRM system, quotes, order processing, and global product shipments