

Timothy Reihm

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PROFESSIONAL SUMMARY

Dynamic, results-oriented marketing leader with deep experience in healthcare, education, and advocacy organizations. Proven track record building integrated marketing strategies, optimizing CRM/automation workflows, managing cross-functional teams, and using data-driven insights to grow lead generation, engagement, and revenue. Skilled in brand strategy, digital performance marketing, web development, content production, and stakeholder communications.

CORE SKILLS

- Digital Marketing & Performance Advertising (Meta/Google), SEO/SEM
- CRM & Marketing Automation (GoHighLevel, lead routing, funnels, nurture sequences)
- Brand Strategy, Messaging, PR & Media Relations
- Website & Landing Page Development, Conversion Optimization
- Content Strategy, Video Production, Copywriting
- Analytics, KPI Dashboards, Reporting & Attribution
- Team Leadership, Vendor Management, Budget Management
- Marketing Tech Stack Integration & Process Optimization

EXPERIENCE

Director of Marketing | Rejuv Medical & Rejuv Management Company

Waite Park/St. Cloud, MN | Feb 2024 – Present

- Lead marketing strategy and execution for Rejuv Medical and Rejuv Management Company, aligning clinic growth goals with brand standards across service lines.
- Build and optimize acquisition funnels, landing pages, and nurture campaigns; improve lead response workflows and follow-up consistency through CRM automation.
- Develop integrated campaign plans (digital, email/SMS, web, and event marketing) to support program launches and educational seminars.
- Oversee website updates, conversion optimization, and performance reporting; translate analytics into actionable improvements for messaging and targeting.
- Manage vendors and internal stakeholders to deliver creative assets, campaigns, and marketing operations on schedule.

Marketing Director | NIVA Health

Jacksonville, FL | Jul 2023 – Jan 2024

- Managed high-volume digital and traditional advertising for nine health clinics with an annual advertising budget of \$3M.
- Optimized marketing automations and sales pipelines, including incorporation of AI technologies to improve conversion and communications.
- Tracked and improved KPIs across business verticals; executive team member supporting strategy, SOPs, and team supervision.
- Identified, created, and managed lead-generation initiatives resulting in long-term growth.
- Led and developed a junior marketing team to ensure efficient project delivery and on-time deadlines.

Director, Marketing, Outreach & Development | Alliance for Natural Health

Atlanta, GA (Remote) | Jan 2014 – Jul 2023

- Led multiple website development and redesign initiatives including CRM and advocacy platform integrations, a consumer advocacy platform, geospatial physician finder, and campaign microsites.
- Developed and managed social media strategy resulting in 8,500% growth across channels; implemented analytics-based decision framework for newsletter, advertising, content, and fundraising.
- Created a new media department under private grant funding, delivering a 5,500% rise in engagement through video and short-form content.
- Owned fundraising strategy and online donor cultivation; managed high-worth donor relationships.
- Wrote, directed, filmed, and edited a feature documentary with 4M+ views; produced and marketed hundreds of animated and video shorts.
- Served as spokesperson and speaker for national conferences, interviews, symposiums, and fundraisers; directed PR and media relations.

EARLIER EXPERIENCE

Director of Marketing / Founder | Health Education International

Baltimore, MD | Jan 2003 – Jan 2018

- Founded a health marketing and educational company developing tools for several hundred sales and healthcare professionals (print/AV/web).
- Built lead-generating multimedia platforms and launched multiple publications including books and a peer-reviewed medical journal.

Director of Marketing / Membership Services | Seven Falls Golf & River Club

Hendersonville, NC | May 2007 – Oct 2010

- Managed PR, SEO/SEM, member communications, website and e-commerce development; led brand development as club spokesperson.
- Supported sales initiatives that increased membership sales 85% between years one and two.

Marketing & PR Account Manager / Sr. Director of Golf Marketing | Smith O'Keefe & Associates

US | Jan 2005 – Mar 2007

- Supervised integrated marketing programs for real estate, golf, financial services, and hospitality clients; oversaw development of 20+ websites.

Vice President of Marketing | American Benefit Services

New Jersey | Jan 1999 – Dec 2004

- Led transformation of a health insurance marketing organization into a senior marketing company; developed and delivered continuing education for independent sales agents.

EDUCATION

West Virginia University, Morgantown, WV

Master of Arts (M.A.), English — Oct 1999

Bachelor of Arts (B.A.), English — May 1998

CERTIFICATIONS

Google Analytics Certified; Adobe Creative Suite Certified

PUBLICATIONS

Author — Sex, Drugs & Redemption (2019)

Author — Tail of the Dragon (2013)