

# Best Practice Training for An Agency and A Large Healthcare Brand

## Headline

Empowered Colleagues to Scale Enterprises

## Role and Results

Brand strategy development and implementation is often limited by in-house and/or agency bandwidth.

As the Manager of Brand Strategy of a large healthcare organization, I developed tools and training that empowered colleagues to more effectively infuse the brand into marketing communications. Despite hundreds of thousands of dollars invested in market research, managers at the healthcare organization lacked practical ways to bring the brand to life. To address this, I created the Brand Essence program that distilled the brand into an accessible phrase and provided practical tools to infuse the positioning into marketing.

Years later as the Brand Strategy Director at a mid-size marketing agency, I created The Falls Brand Toolbox that segmented product offerings, established proprietary methodologies, and codified “how-to” guides. It decreased sales costs and helped drive a 9X revenue increase.

## Skills

Understand Market Dynamics | Ensure Brand Alignment

Articulate Enterprise Narrative

Manage Complex Initiatives | Disseminate Best Practices | Lead Innovation Initiatives

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I'm a brand innovator with a broad background helping corporations, marketing agencies, and non-profits achieve their objectives by developing insights-based positioning, crafting powerful narratives, and partnering with colleagues to infuse those stories into marketing, communications, and experiences. I'm exploring Northeast Ohio and remote opportunities to leverage my 23-years of experience in brand strategy, strategic communications, and purpose-driven marketing.

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