

MICHAEL NORCIA, M.S.

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TOP-LEVEL DIGITAL MARKETING MANAGER

PROFESSIONAL SUMMARY

- » **Highly experienced, goal-oriented Clinical Sales and Marketing professional** with 16+ years of championing company initiatives focused on the digital ecosystem for brand building and development across the consumer goods and pharmaceutical industries.
- » **Performance-driven entrepreneur** equipped with seasoned marketing leadership experience across all facets of digital marketing while instituting storytelling marketing strategies that increase brand awareness, audience, sales, and product collaborations.
- » **Verifiable marketing success** achieving increased consumer engagement in alignment with brand positioning and long-term marketing goals and ROI metrics.
- » **Transformative, hands-on marketing strategist** who combines vision, ingenuity, strategic leadership, and strong business acumen to formulate impactful business strategies that drive consistent business and revenue growth.

KEY EXPERTISE

Digital Marketing | Business Development | E-Commerce Growth Strategies | Brand Awareness | Brand Loyalty | Brand Marketing | Market Research | Sales Leadership | Brand Building | Sales Training & Mentorship | P&L Management | Territory Management | Sales Management | Market Intelligence | Channel Strategy Development | Creative Storytelling | Brand Positioning | Value Proposition | Client Acquisition & Retention | Consumer Engagement | Sales Conversion | Omnichannel Strategy Development | Continuous Improvement

PROFESSIONAL EXPERIENCE

Colgate-Palmolive, Boston, MA

January 2022 – Present

Digital Marketing Manager, Colgate Oral Pharmaceuticals

- Amplify the market revenue of assigned product categories via effective benchmarking of social media and E-commerce strategies.
- Identify and originate omnichannel strategies for the company's DTC E-commerce brands, aiming to provide fully integrated and upgraded B2B and B2C consumer experiences based on their shopping needs and requirements.
- Boost DTC merchandise orders and profitability via targeted E-commerce platforms by incorporating communication strategies.
- Gain insights on post-purchase satisfaction metrics via consumer surveys to heighten consumer retention, brand loyalty, and usage.
- Skillfully create compelling, well-crafted product stories based on brand content to multiply new and existing digital properties.
- Stay abreast with the latest market trends and new digital platforms to adaptively expand product and market strategy awareness.
- Direct the development of customer-based remote sales technology for in-office Amazon or Alexa Colgate Applications.
- Raise and reinforce platform awareness and increase Colgate Professional Direct virtual sales platform account registration by creating and deploying an advanced social media marketing strategy.

Colgate-Palmolive, New York, NY

September 2020 – January 2022

Northern New England District Manager, Colgate Oral Pharmaceuticals

- Supported and promoted the continuous skills improvement and career advancement of the high-performing members of the field sales team by administering their professional development plans and providing strategic direction and sales mentorship.
- Liaised with cross-functional teams dedicated to field sales and product marketing to collaboratively configure an actionable go-to-market strategy for product launching, including value proposition and customer segmentation.
- Determined overall commercial and customer engagement strategies with executive leadership such as V.P. of Sales.
- Executed meticulous analysis of monthly/quarterly sales performance based upon profitability reports to forecast consumer trends.

Colgate-Palmolive, New York, NY

July 2012 – September 2020

Oral Care Consultant, Colgate Oral Pharmaceuticals

- Served as the information resource for oral prescription products, leveraging competitive Clinical Buy & Bill sales experience.
- Exemplified strong knowledge of CRM systems to identify and actively pursue sales opportunities with all sales partner stakeholders.
- Steered the onboarding process management and regional new hire training to increase productivity and performance.

Key Accomplishments:

- o Ranked 3rd out of 125 (Top 1%) for annual sales in 2013, 2015, and 2018, as well as top 10% for 2014, 2015, and 2017 sales.
- o Magnified and exceeded target territory growth by accelerating territory performance metrics from 72.1% to 104.7%.
- o Partnered with third-party sales vendors to intensify account penetration by 38% in northern New England.

EARLY WORK EXPERIENCE

Eli Lilly & Company, Indianapolis, IN **December 2011 – July 2012**
Senior Diabetes Sales Specialist (Contract Sales)

- Gained hands-on sales experience and in-depth understanding of injectable and biopharmaceutical products such as Humalog Insulin, receiving the National Quota Trip Award Winner in 2012.

Merck & Company, Kenilworth, NJ **January 2009 – December 2011**
Senior Neuroscience Sales Specialist

- Supported product launching activities and actively participated in the marketing brand team, formulating effective brand strategy and market campaigns for the clinically based community, regional, and national hospital systems.
- Produced outstanding market share growth and hospital sales dollar volume, ranking first across the Boston Neuropsychiatry District and receiving the Merck Regional Award of Excellence in 2011.

Merck & Company, Kenilworth, NJ **March 2006 – January 2009**
Allergy and Respiratory Sales Representative

- Earned accolades as one of the top-ranking sales professionals ((#22 of 525), nationally recognized by executive sales leadership.
- Bestowed with Northeast Essex Labs National Sales Award and renowned as Northern New England District Representative of the Year (MVP).

EDUCATION & PROFESSIONAL DEVELOPMENT

Boston University, Boston, MA 2011 – 2014
Master of Science (M.S) in International Marketing Management

Ferris State University, Big Rapids, MI 1998 – 2002
Bachelor of Science (B.S.) in Marketing, Minor in PGA Management

TECHNICAL SKILLS

SAP Suite, Google (Admin Console, AdWords, Analytics, Drive, Marketing Platform), Domo, Shopify, Enquire, Microsoft (Excel, PowerPoint, Word), Mailchimp, Wix, Wordpress, Tailwind, Slack, Instagram.