

# LIZ KLEIN

## MARKETING LEADERSHIP

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Strategic leader with experience in building and fixing under-performing marketing and communications programs in heavily regulated sectors, transforming organizational goals into effective marketing strategies. Proficient in leveraging data for informed decision-making and optimizing advertising ROI. Proven leader in driving innovation, digital transformation, and cross-functional collaboration. Exceptional communicator and relationship builder with key stakeholders, clients, and partners.

### ACCOMPLISHMENTS

- Increased Net Promoter Score from -13 to 0 over one year through comprehensive rebuild of customer onboarding, education, and retention programs. Exceeded goal of -11 despite no increase in budget.
- Guided American Heart Association's first national rebrand in 80 years to "Life is Why" as advertising agency account lead. Campaign launch earned 84,000 online photo app engagements in the first 4 days despite overall \$4 million campaign budget total.
- Grew \$300,000 under digital marketing management to over \$10 million by in-sourcing digital media buying and expanding department from individual contributor to seven-person digital team at Florida Blue.
- Created Florida Blue's most successful brand campaign delivering 34% ad, surpassing the 25% goal, while achieving 37% recall in Medicare and 58% in Spanish-speaking segments.

### WORK EXPERIENCE

#### *Founder & President, E4K Group (North Current Consulting)*

*2022 – Present*

- Interim executive leadership and marketing consulting for emerging and mature companies navigating growth, changing marketing strategy, and business transformation.
- Provide experienced leadership in determining appropriate marketing KPIs, team restructuring, and operationalizing business strategy into marketing strategy.

#### *Chief Marketing & Growth Officer, GuideWell Emergency Doctors*

*2020 – 2023*

#### *Operating Partner, AllTides Capital (Previously Medical Life Holdings)*

- Hired and trained a 12-person team supporting marketing, contracting, and partnerships for advanced urgent care company GuideWell Emergency Doctors, a partnership with GuideWell (Florida Blue). Team exceeded revenue targets by 10% (2021) and 9% (2022) while under leadership.
- Innovated a comprehensive communication framework for timely COVID treatment, testing, and vaccine protocol updates, aligned with audience needs; earned exclusive overflow referrals from Orlando Health and BayCare, increasing referral volume by 50%.
- Implemented a strategic B2B marketing plan using audience segmentation and an iterative content optimization process; led to a multi-month sales cycle reduction and a 17% increase in B2B2C utilization rates.
- Developed and executed B2B brand positioning and messaging strategy targeting physicians and hospital systems, resulting in a 187% increase in direct referrals and generating an additional \$5+ million in reimbursements.
- Rebranded GEMD holding company to "AllTides Capital"; transitioned to Strategic Operating Partner, overseeing potential fund purchases, enhancing operational strategies, and performing due diligence.

*Director, Marketing & Client Accounts*  
*Florida Blue (GuideWell Connect)*

2014 – 2020

- Managed all West Coast Marketing client accounts for advertising agency division of GuideWell. Directed demand generation, brand, and member retention campaigns with accountability for all strategy, development, and execution across cross-functional teams including creative, media (broad & digital), targeted direct response (mail, email, text) and telesales.
- Blue Shield of California Medicare: Outperformed Annual Enrollment Period campaign lead goal by 143% and sales goal by 134% through introduction of membership lookalike model and response model, improved lead tracking, and revised media mix. Delivered 10% higher leads YOY without sacrificing quality despite a 36% reduction in media spend.
- Championed critical digital transformation, securing in-sourcing approval and expanding company digital marketing capabilities. Educated key internal teams and executive leadership on digital marketing essentials, leading to informed discussions on HIPAA compliance and data privacy. Resulted in a growth from \$300,000 to over \$10 million in media under management and expanded the team from one to seven digital team members.
- Crafted an economical digital video featuring adoptable puppies to boost Florida Blue ACA's pre-Open Enrollment promotions, despite zero budget for digital creatives. The campaign drew NPR's All Things Considered attention, yielding over 65.7 million impressions across 144 syndicates and placing all puppies in homes.
- Executed GWC's first ever marketing consulting project for client Independence Blue Cross for end-to-end digital customer journey experience including social, SEO, PPC, and content. Project earned multi-year contract for all digital media buying.

*Advertising Account Executive*  
*Dalton Agency*

2012 – 2014

- Delivered strategic direction for marketing, brand strategy, creative development, and media buying for clients in multiple industries including government funded and nonprofits (Visit Jacksonville, Jacksonville Zoo, Jacksonville Humane Society.)
- Led creation and implementation of client digital, broadcast, print, and social campaigns while partnering with public relations department for coordination of media communications and events.

## PREVIOUS EMPLOYMENT

*Director of New Media, Paramount Performance Marketing*  
*Brand Territory Manager, Marathon Oil Company.*

2010 – 2012

2007 – 2010

## EDUCATION

*Bachelor of Science, Marketing & International Business - Minor (Miami University, Oxford, OH)*  
Business Honors & Luxembourg (MUDEC) Program

2007

## VOLUNTEER WORK

- *United Way of NE Florida*, Marketing Council Board Member (2025 – Present), support United Way of NE Florida's marketing and communications team with guidance
- *Friends of James Weldon Johnson Park*, Marketing Committee Board Member (2025 – Present), provide support and recommendations to Friends of James Weldon Johnson Park
- *Leadership Jacksonville*, 2024 Class, chosen for commitment to community involvement, leadership development, and substantial impact within the professional and local communities
- *The Players Championship*, Committee Chair (2011 – Present), oversee committees of up to 100 volunteers
- *Furyk & Friends*, Hospitality Committee Chair (2021 – Present), oversee seven venues and 50 volunteers