

# Lara Hendrian

(201) 704-7735

[Lhendrian109@gmail.com](mailto:Lhendrian109@gmail.com)

Austin, TX

## Professional Experience

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*Account Director - Servier Oncology*

March 2024-Present

*Associate Account Director – Servier Oncology*

January 2023-March 2024

*Account Supervisor – Servier Oncology*

November 2021-January 2023

New York, NY

### Cult Health

- Portfolio Responsibility
  - Managed and grew a \$6M portfolio to \$7M in annual organic revenue (+16.67%)
  - Create SOWs and POs, maintain monthly fee reconciliation documents
- Account Management & Project Management
  - Manage 5 clients, delivers tailored, white-glove service, fostering trust, and solutions-oriented relationships
  - Create project briefs and defines project requirements and oversees 30-40 active projects at any given time across 4 distinct brands, ensuring successful development and execution
  - Direct the full lifecycle development of marketing materials across multiple channels, including websites, emails, video, social media, conference booths, and print assets
  - Demonstrates agility and exceptional organizational skills to manage competing priorities and adapt to shifting timelines
  - Experience creating and managing GANTT charts, project timelines, estimates, and staff resourcing
  - Led a seamless product launch with 19 marketing materials delivered on the day of FDA approval
- Leadership & Team Development
  - Manages 3 direct reports with daily check-ins and weekly one-on-ones, aligning priorities and fostering professional growth
  - Matrix-manage a cross-functional team of 28, driving efficiencies, improving processes, and enhancing collaboration
  - Partner with analytics and product teams to track KPIs, assess performance, and optimize project strategies based on data-driven insights
  - Identify risks and dependencies across cross-functional projects, proactively mitigating issues and managing stakeholder expectations
  - Proactively engage and facilitate communication with senior leadership and key stakeholders, ensuring they remain informed on critical project milestones, strategic direction, and innovative opportunities
- Strategic Planning & Market Analysis
  - Develop annual strategic plans using a design thinking approach to identify new target segments and innovative marketing materials that improve motivation and recall
  - Conduct market research and iterative testing to define annual focus, refine the 4P's, and execute tailored strategies with measurable outcomes

*Senior Account Executive – Pfizer Oncology, Walgreens*

February 2021-November 2021

### Saatchi & Saatchi Wellness

New York, NY

- Strategic Planning & Market Analysis
  - Contributed to the development of strategic decks by identifying trends and insights to support business growth
- P&L Responsibility
  - Independently managed \$700K budget, ensuring accurate estimates and fee reconciliation
- Account Management & Project Management
  - Maintained regular contact with US and Global clients
  - Led cross-functional teams to deliver digital and print marketing materials
- Leadership & Team Development
  - Represented the agency at the Publicis Health Early Careers Conference, highlighting leadership potential

*Account Executive – Pfizer Oncology*

July 2020-February 2021

*Assistant Account Executive – Array, Pfizer Oncology and AstraZeneca*

June 2019-July 2020

New York, NY

### Biolumina

- P&L Responsibility
  - Oversaw financial management, creating estimates, managing project budgets, and monthly fee reconciliation
- Account Management & Project Management
  - Key point of contact for clients, ensuring project alignment with their needs and expectations
  - Led execution of a number of marketing materials through the full project lifecycle
- Leadership & Team Development
  - Nominated for the Omnicom Oncology University course

## Technical/Scientific Expertise

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- Proficient in Smartsheet, Monday.com, Adobe Acrobat Pro, Elementor (WordPress), and data analysis tools including Excel and SQL
- Deep knowledge of pharmaceutical marketing, multiple oncology disease states, drug MOAs, efficacy data, and competitive landscapes

## Education

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**Lehigh University**

Bethlehem, PA

*Bachelor of Science: Marketing Major, Business Information Systems Minor*

September 2015-May 2019