

# Lara Hendrian

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Austin, TX

## Professional Experience

*Account Director (remote) – Servier Oncology*

March 2024-April 2025

*Associate Account Director (remote) – Servier Oncology*

January 2023-March 2024

*Account Supervisor (remote) – Servier Oncology*

November 2021-January 2023

### Cult Health

New York, NY

- Portfolio Responsibility
  - Managed a \$7M annual portfolio, with organic revenue growth of almost 20% in 2024
  - Created SOWs and POs, maintain monthly fee reconciliation documents
- Account Management & Project Management
  - Managed 5 clients, delivered tailored, white-glove service, fostering trust, and solutions-oriented relationships
  - Defined project requirements and oversaw 30-40 active projects at any given time across 4 distinct brands, ensuring successful development and execution
  - Demonstrated agility and exceptional organizational skills to manage competing priorities and adapt to shifting timelines
  - Directed the full lifecycle development of marketing materials across multiple channels, including websites, emails, social media, conference booths, and print assets
  - Experienced in creating and managing GANTT charts, project timelines, estimates
  - Led a seamless product launch with 19 marketing materials delivered on the day of FDA approval
- Leadership & Team Development
  - Managed 3 direct reports with daily check-ins and weekly one-on-ones, aligning priorities and fostering professional growth
  - Matrix-managed a cross-functional team of 28, driving efficiencies, improving processes, and enhancing collaboration
  - Partnered with analytics to track KPIs, assess performance, and optimize project strategies based on data-driven insights
  - Identified risks and dependencies across cross-functional projects, proactively mitigating and managing stakeholder expectations
  - Led two summer internship programs, resulting in 7/9 interns receiving offers for continued engagement
  - Speaker at the 2023 Lehigh Marketing Career Panel, sharing industry insights and mentoring future marketers
- Strategic Planning & Market Analysis
  - Developed annual strategic plans using a design thinking approach to identify new target segments and innovative marketing materials that improve motivation and recall
  - Conducted market research and iterative testing to define annual focus, refine the 4P's, and execute tailored strategies with measurable outcomes

*Senior Account Executive (remote) – 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

### Biolumina

New York, NY

- 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

- Proficient in Veeva CRM, 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

### Lehigh University

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

Bethlehem, PA

September 2015-May 2019