

JAZMIN SENA

HEALTHCARE MARKETING LEADER

CONTACT

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Dallas/Fort Worth, TX

SKILLS

Campaign Management
Strategic Planning
Team Leadership
Segmentation
Prospect-to-Patient Journey Mapping
Cross-Functional Collaboration

Digital Marketing: Paid Search, Digital Display, Meta Ads, SEO, Website Optimization, Digital Experience Optimization

Direct Marketing: Direct Mail, Email, Text

Marketing Analytics: Test & Learn Mentality, Focus on CAC & LTV Reduction, Google Analytics, Sigma, Looker/Data Studio, Budget Management, Data Visualization

MarTech Tools: HubSpot Certified and Super Admin, HotJar, SEMRush, Convirza, Optimizely, Mail Chimp, Constant Contact, MessageMedia, Miro, OpenAI, ChatGPT, Five9, Monday

Other Tools: Proficient in both Mac, PC and Google products

EDUCATION

Bachelor of Business Administration in Marketing
West Texas A&M University

PROFILE

Strategic marketing leader with deep healthcare expertise, driving demand generation, patient growth, and operational excellence. Proven success partnering with C-level executives to set and achieve KPIs across the full patient funnel, leveraging data, automation, and a test-and-learn approach to scale results and maximize ROI. Skilled in digital marketing, direct mail, and member engagement, with expertise in delivering measurable impact on growth and patient acquisition.

WORK EXPERIENCE

Sr. Director, Marketing Operations

Patina Health

Mar 2023 - Sept 2025

Patina Health is a Series A startup focused on providing comprehensive primary care through virtual and in-home visits for adults over the age of 65 on Medicare.

- Spearheaded **marketing operations** with a strong focus on **patient growth, digital performance, marketing automation, operational efficiency, and data-driven strategy.**
- **Strategized and executed lead gen and patient engagement campaigns** across paid search, display, social, email, sms, outbound calls and direct mail.
- **Leveraged AI tools to enhance performance and streamline content creation.**
- **Developed an analytics framework** using Google Looker Studio and Sigma, enabling faster and more informed decision-making.
- **Founded a structured test-and-learn strategy** across digital ads, content, website, emails, and SMS that resulted in:
 - 31% lower cost per lead and 43% lower cost per new patient
 - 10% increase in conversion rate
 - 300%+ patient growth
- **Standardized campaign processes and workflows** across **HubSpot**, streamlining cross-functional collaboration, and accelerating go-to-market efforts.
- Developed and maintained 400+ HubSpot workflows and automations to **enable scalability** and 300+ custom properties to support highly complex **reporting and attribution modeling.**

Director of Marketing

Crossover Health

Mar 2022 - Jan 2023

Crossover Health is a Series C healthcare membership company providing virtual-first primary care, mental health, and musculoskeletal services.

- Increased ad **click-through rates 5.5x** and **reduced cost per acquisition by over 50%** by developing and executing a new direct-to-consumer marketing strategy with **A/B testing** and optimization.
- Drove growth in user engagement and website conversions by developing **digital analytic dashboards** and gaining performance clarity for quick decision making (used Google Data Studio and Marketo)
- Partnered with cross-functional teams to align marketing performance with business goals, delivering data-driven insights to optimize campaigns and ROI.

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WORK EXPERIENCE

Director of Marketing

Village Health Partners

Apr 2019 - Sep 2021

Village Health Partners is an established primary care ACO focused on whole-person wellness.

- **Founded the marketing department** as the first hire, developing scalable digital and offline marketing strategies that **increased new patient acquisition by 23%** within first 90 days post-launch of digital media campaign.
- Enhanced patient communication through **targeted content and segmentation**, significantly improving engagement and **reducing patient churn by 14%**.
- Launched an **online reputation** program, driving hundreds of 5-star reviews within the first 60 days.
- Improved brand recognition through local B2B partnerships, designating Village Health Partners as the preferred primary care provider for City of Plano and Pepsi.

Director of Marketing

DentalOne Partners

Feb 2016 - Apr 2019

DentalOne Partners is an established dental support organization that provides business services for affiliated and owned dental practices.

- **Led marketing strategy across 160 locations in 14 states.**
- Managed a **multi-million-dollar marketing budget**, implementing digital strategies that reduced acquisition costs by 25% and improved patient retention.
- Developed and launched a patient membership program that generated \$5M in revenue in its first year, showcasing **strong project management and strategic planning.**

Senior Manager, Marketing

DentalOne Partners

Aug 2015 - Feb 2016

- Led **field marketing strategy across 60 locations in 3 states**, driving patient acquisition and brand visibility
- Collaborated with operations teams to ensure all office staff were informed and trained on promotional campaigns and discounts
- Created a field marketing playbook empowering local office managers to plan and execute community events effectively
- Tracked and analyzed lead generation and patient acquisition from field events and local sponsorships to optimize marketing ROI

RECOMMENDATIONS

Known for turning complex data into clear growth strategy—and for elevating every team I'm part of.

View Recommendations 