JOHN YOCH

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# **Marketing Support Specialist**

## Summary

Created and produced freelance for three years a weekly news update reports informing the sales staff about developments in software hospitals use to become more paperless. Previously cold called 17 years for same company setting sales appointments.

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**Marketing Support Specialist** -freelance, remote

Interlace Health (formerly FormFast) - St. Louis MO

January 2020 to March 2023

* Methodically searched online publications for articles to create weekly summaries

hospital projects and trends affecting clinical usage of paperless documentation.

* Learned from reliable sources about new hospital construction or planned

changes in electronic health record systems that might require paperless forms.

* Presented reports written with concise, easily readable summaries to inform sales staff on relevant news. Can use Associated Press style.

**Marketing Support Specialist** – Full-time staff

Interlace Health – St. Louis MO

June 2003 to January 2020

Cold called to find qualified sales leads in phone conversations with hospital decision makers. Stayed in contact to set timely appointments for sales representatives.

Used Salesforce to manage hospital contact records and Definitive Healthcare hospital software data for contact information.

## Education -- University of Missouri – Columbia Bachelor of Journalism, Business

**Skills**

Report Writing Copywriting & Editing Market Research

Cold Calling Interviewing Salesforce.com