

# Elisa O'Keefe-Smith, MBA

Visionary, Pharma Project Manager, Film Creator/Producer/Host, Doctoral Candidate

Eokeefesmi@gmail.com

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## Summary

Project Manager, Product Marketer, Strategic & Tactical Marketer, Social Media Marketer, Program Manager, Content Creator, Web TV/Film Executive Producer, Singer/Songwriter, MBA, Doctoral Candidate

\* 10 years Pharmaceutical Industry - Marketing & Advertising, Operations

- Program Manager/Project Manager/Promotions Manager
- Promotional Medical Regulatory Legal Review
- Editorial design and production
- Analysis skills - PASW (SPSS), SAP
- Expert on Promotional Tracking Databases - eMap, ePTS, ZincMaps, Veeva Vault
- Above and Beyond Awards (4) and a Special Recognition Award

\* 10 years Entertainment Industry:

- Radio Show Creator & Host
  - Radio Show Programmer
  - TV Web Series Executive Producer
  - Social Media Marketing
  - Strategic Marketing
  - Visionary
  - Singer/Songwriter
  - Audio editing, segment archiving
  - IMDB Profile: <http://www.imdb.com/name/nm6869780/>
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## Experience

### **Creator/Host/Producer/Founder at Diva Docs**

January 2015 - Present

Multi-award winning Diva Docs Web TV Talk Show and Radio Show

Website: [www.divadocs.org](http://www.divadocs.org)

You Tube: [www.YouTube.com/DivaDocsTV](http://www.YouTube.com/DivaDocsTV)

Facebook: [www.facebook.com/DivaDocs](http://www.facebook.com/DivaDocs)

Twitter: [www.twitter.com/Diva\\_Docs](http://www.twitter.com/Diva_Docs) II @Diva\_Docs

Instagram: [www.instagram.com/Diva\\_Docs](http://www.instagram.com/Diva_Docs) II @Diva\_Docs

## **Digital Project Manager/Brand Lead, Senior Project Manager - Pharmaceutical Industry at Independent Consultant / Contractor**

November 2013 - Present

SENIOR DIGITAL PROJECT MANAGER – Pharmaceutical Industry

~ On Contract @ Pharma Co., Feb 2017-Current

- Independent @ Bruno & Ridgway Research Consultants as Director Bus Development, Aug 2016-Feb 2017

~ Agency Contract @ Cadient, a Cognizant Company, Jan-April 2016

~ Accenture Consulting at Major Pharma Co, May-Dec 2015

~ Independently Acquired Contract @ MRM-McCann, Jan-April 2015

~ Independently Acquired Contract @ Trellist, Jan-Mar 2014

~ Agency Contract @ Compass Healthcare, Nov 2013-Jan 2014

-Manage MLR process, chair & host MLR review meetings for launch brand drug, with tight timelines, multiple projects, and multiple stakeholders

-Managed digital project production from kick-off through delivery for multiple brands/projects

-Drove revenues, increase efficiencies and reduce costs.

-Primary lead contact for brand clients, offshore production teams (India, Costa Rica) and creative agencies

-Planned, scoped, forecast, managed and monitored all brand digital assets, provided costs, timelines, risk, escalated issues, provided weekly status and timeline updates for all brands

-Managed, projected and defined workflows, project timelines, budgeted hours and cost, assigned resources, and routed promotional marketing jobs through review processes

-Collaborated with account team to meet project budget and timeline expectations.

-Co-chaired brand bi-weekly status meeting, managed status spreadsheet and resource allocation

## **Producer/Creator/Host (Diva Docs, Melbadelphia, Singledom) at Melbadelphia Entertainment LLC**

January 2011 - Present

IMDB Profile: <http://www.imdb.com/name/nm6869780/>

DIVA DOCS™

Award winning Creator/Producer/Host of Diva Docs TV & Radio.

\* Diva Docs TV (Inspire & Empower Series)

~ LA Web Fest 2017 ( Official Selection)

~ LA Web Fest Nominee 2017 (Best Host of a Reality/Documentary/Talk Show)

\* Diva Docs TV (The NWA Chronicles) featuring guest Jerry Heller

~ Miami Web Fest Winner 2016 (Best Talk Show)

~ LA Web Fest Nominee 2016 (Best Reality/Documentary/Talk Show Series)

\* Diva Docs TV (Season One)

~ LA Web Fest Winner 2015 (Best Reality Trailer; Best Theme Song)

~ Miami Web Fest Winner 2015 (Best Talk Show)

\* Diva Docs on WDKK Radio

~ Creator/Host - Weekly radio show broadcasting through WDKK radio since Nov 2013

\*\* Visit: [www.youtube.com/divadocsTV](http://www.youtube.com/divadocsTV) or [www.DivaDocs.org](http://www.DivaDocs.org)

Singledom Web Series

~ Award-winning Executive Producer of SINGLEDOM Web Series

~ LA Web Fest Winner 2015 (Best Comedy Trailer, Best Guest Actor)

~ Also nominated for Atlanta Web Fest '14, Urban Media Makers Film Fest '14, Miami Web Fest '14

\*\* Visit [www.SingledomSeries.com](http://www.SingledomSeries.com)

- Developed, created, & continue to evolve weekly Internet radio shows
- Identify individuals to partner with and develop segments for shows
- Manage and select show content
- Responsible for tech, guest interviews, organizing playlists, ensuring effective marketing promotion including social media.
- Manage domain website and social media hubs to support radio shows and efforts. Developed, created, and continue to evolve weekly Internet radio shows featuring music from independent artists, interviews, talk segments, panels, social causes
- Manage and select show content
- Responsible for technology, guest interviews, organizing playlists, marketing, social media promotion
- Manage domain website and social media hubs
- Schedule segments to cater to a wide array of demographics across age, race, and location.
- Partner with experts from various industries to develop segments of interest as part of radio show.

### **Program Manager / Project Manager**

April 2011 - August 2013 (2 years 5 months)

Project manager for rich multi-media content projects with big pharma clients!

- Manage promotional item submissions into the medical/legal/regulatory review and approval processes for major pharmaceutical companies including Novartis, Merck, Janssen, and Pfizer.
- Knowledge expert on promotional tracking systems including eMap (Novartis), ZincMaps (Merck), Johnson & Johnson (iReview), and ePTS (Pfizer).
- Responsible for ensuring successful and compliant delivery of NexGen products to clients.
- Responsible for managing and tracking the submission, approval, proofing, and production of promotional materials.
- Partner with account management and editorial development team to interpret client requests and make the required edits to promotional materials.
- Manage 30+ projects simultaneously with multiple deadlines.
- Manage and document client SOPs and style guides for compliance.

- Conduct and/or participate in daily team meetings to review all client project deliverables

### **Program Manager / Promotions Manager at Pfizer (formerly Wyeth Pharmaceuticals)**

September 2001 - September 2010 (9 years 1 month)

- Essential role in Tygacil's success which achieved >\$100 MM TYGACIL US Sales in 2009.
- Received Above & Beyond Award for contributing to the successful launch of Torisel.
- Member of multiple brand Copy Clearance Committees (CCC's), responsible for review and approval of promotional materials, ensuring compliance with FDA regulations.
- Managed promotional items approval and review routing process for assigned products.
- Co-chaired weekly launch status meetings for Torisel.

### **Promotions Manager at Pfizer (formerly Wyeth Pharmaceuticals)**

September 2001 - September 2010 (9 years 1 month)

- Managed promotional items approval and review routing process for assigned products, achieving 100% FDA on-time filing compliance for assigned brands.
- Managed operational processes to fulfill the brand team's promotional materials requirements.
- Chairperson for monthly product status meetings for all assigned brands.
- Presented agency and internal team member training sessions on Pfizer procedures.
- Review Committee (RC) core member for assigned brands - process expert.
- Analyzed data/ leveraged metrics to support operational processes and procedures.

### **Recovery Coordinator**

December 1998 - January 2001 (2 years 2 months)

- Developed and implemented systematic reporting procedure, which resulted in vastly improved processing time and an annual increase of \$560,000.00, recovered on bad-debt accounts.
- Served as liaison between sales management and 3rd party collection agencies.
- Trained temporary employees on systems, programs and procedures.

### **Promotions/Marketing**

1994 - 1997 (4 years)

- Promoted Australian Milk Marketing brands, REV, Skinny Milk, Farm House and Big M.
- Promotions included sponsorship events, hosting product information events and conducting product samplings. Promotions were held at many venues including trade fairs, exhibitions, rock concerts and shopping centers.
- Supervised promotion team members.

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## **Education**

### **Walden University**

Doctor of Business Administration (DBA), Marketing, 2011 - 2018

### **Eastern University**

Master's, Master's of Business Administration (MBA), 2005 - 2007

**Immaculata University**

Bachelor of Arts, Organizational Dynamics, 2003 - 2005

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**Honors and Awards**

Outstanding Talk/Reality:Documentary Show Series (Nominee), Best Talk Show (Winner), Best Theme Song in a Reality Series (Winner), Best Reality Series Trailer (Winner), Best Talk show (WINNER), Edutainment Series (Nominee), Outstanding Talk/Reality:Documentary Trailer (Nominee), Outstanding Talk/Reality/ Documentary Host (Nominee), Best Talk Show (Nomination)

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[Contact Elisa on LinkedIn](#)