

Siren Interactive Meets Online Surge with New Hires

Siren Interactive, a Healthcare and Life Science eMarketing firm, has hired and promoted staff in response to a flurry of client activity created by medical and pharmaceutical companies expanding their online presence. The significant expansion of staff is in line with current trends:

75% of consumers listed the internet as their most trusted resource for ailment and drug treatment information¹ and 80% of healthcare professionals have looked for pharmaceutical information online.²

Our growth mirrors an industry-wide trend," says Founder and President **Wendy White**. "Companies can no longer get by with a static website. Instead, patients and caregivers expect healthcare companies to earn their trust through communication, education, and interaction."

Siren Interactive's New Additions

Deborah Handler, Creative Director Responsible for the development and delivery of user experience design solutions and serves as the focal point of the creative relationship with Siren clients.



- Uniquely qualified to lead creative team to develop robust and compelling user experiences that strengthen brand and support businesses strategies
- While at **Avenue A / Razorfish**, she leveraged her experience to lead multi-disciplinary teams to develop digital strategies for Fortune 500 clients
- Over 20 years of experience as a Registered Nurse and Interactive Agency Manager
- Masters in Design from the Institute of Design at Illinois Institute of Technology, a MA in Education from California State University, and a BSN from DePaul University

Account Managers – Responsible for leading daily management of client eMarketing campaigns, assisting in campaign strategy development, and identifying opportunities for online growth.

Su Jang

- Has extensive experience overseeing site redesigns and animation projects, including two recent Hermes Creative Award winners, while a Project Manager at Siren Interactive
- Previously worked at The Wittleder Company, a B2B marketing agency, specializing in print and interactive projects for start-up software companies and others
- BA in Visual Communication from Southern Illinois University at Carbondale



Lindsay Millsap

- Specializes in developing effective search engine marketing techniques and guiding client strategies
- Developed and executed search marketing campaign strategies for diverse set of clients while at leading search engine marketing firm
- BA in Communication Studies from the University of Kansas; pursuing a certificate in Integrated Marketing from the University of Chicago



Mia Umanos

- Skilled in PR, marketing, and media strategies, with over 8 years experience in health marketing promotion
- Previously managed marketing and PR at a national healthcare company and has pitched stories that produced segments for CNN, NPR, WGN, ESPN, and NBC
- BA in Arts, Entertainment, and Media Management from Columbia College



James McGinn, Project Manager

Responsible for managing complex projects, tracking hours and resources, and communicating progress throughout the company.

- Leads all SEO and SEM efforts for clients, in addition to special skills in budgeting and planning
- Previous success for a leading ecommerce retailer set the stage for his rapid rise at Siren Interactive, including stints as a Content Developer and Marketing Coordinator
- BS in Biological Sciences from the University of Illinois – Chicago



DJ Francis, Content Developer

Responsible for generating content in internal and external client communication based on web metrics.

- Has a history of success at translating online behavior into recommendations and compelling content for clients
- Previously handled marketing, online communication strategy, and PR for advocacy groups and a leading magazine in the non-profit realm of Washington, DC.
- BA in English from the College of Wooster and MA in Contemporary Literary Studies from the University of Lancaster, England



1. "75 Percent of Consumers Say Internet is Their First-Choice Resource for Drug Treatment Information, according to Prospectiv Survey." July 24, 2007. <http://www.prospectiv.com/press121.jsp>.
2. "Introduction of ePharma Physician v7.0: The Future of Professional eMarketing." August 2007. Manhattan Research.