

Jana Bisese

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Professional Summary

Jana is an effective communications professional with 11 years of experience managing, crafting, fine-tuning, and delivering successful direct-to-consumer (DTC), business-to-business (B2B), and business-to-business-to-consumer (B2B2C) communications for all phases of the consumer lifecycle. Beyond her solid writing and editing of acquisition, engagement, retention, conversion, and loyalty campaigns for her clients, she also has work experience in account management, people management, project management, and business development.

Core Competencies

“I would like to thank the whole Publicis team for their agility and for working through demanding timelines that sometimes feel impossible to accomplish.”

— Elisa Palacios, Aetna Medicare Marketing Lead Director, regarding the DSNP creative work from Jana and her team

Leadership
Communication
Writing and editing
Relationship building
Problem solving
Account management
Project management
Decision making
Time management

“With Jem [Ripley]’s help, Digitas is working with our team to position and integrate our offerings. We’ve been impressed with the Digitas team.”

— Labcorp CMO Amy Summy, regarding the high-quality work Jana and her team helped deliver on the Labcorp/Invitae integration

Work Experience

Digitas North America | Remote

May 2022 to Present

Digitas (formerly Hawkeye Agency) is the integrated marketing services brand within Publicis Groupe, ending 2024 as the largest advertising company. Jana supports the agency with projects for clients such as Aetna Medicare, Pfizer, Labcorp/Invitae, and Western Union.

Associate Creative Director and Copywriter

- Contributed to revenue growth of \$12.5B in 2022, \$14.8B in 2023, and \$16.03B in 2024
- Drives results for her clients; for example, her team’s work on Aetna Medicare resulted in their largest membership growth to date (16.8%) during the 2023 open enrollment period
- Writes copy for digital and print media campaigns using creative briefs and other resources
- Collaborates with creative, project, strategy, account, and production teams to develop and deliver work on time, on point, and on budget

Anthem, Inc. | Remote

August 2021 to May 2022

Anthem, Inc. (now Elevance Health) is a Fortune 50 company that provides health plans and care solutions to millions of people nationwide. Jana worked in the department responsible for the creation and distribution of all short- and long-form operational member and marketing collateral for Anthem’s Medicaid, Medicare, and other federally funded health insurance plans.

Senior Marketing Writer

- Added to the 7.5% Medicaid membership increase (2.2M) and 18% op. revenue growth of the government business (\$82.9B) in 2021
- Transformed technical language into clear, impactful plain language communications that helped drive and retain membership for Anthem’s Medicaid and Medicare plans

- Coached junior writers on how to elevate their copy and follow intricate work processes
- Ensured work received medical, legal, and regulatory reviews for accuracy and compliance

Anthem, Inc. | Remote

September 2020 to August 2021

Medicaid Marketing Project Manager

- Added to Anthem's growth of 1.9M Medicaid members and \$71.5B op. revenue in 2020
- Supported the end-to-end lifecycle of moderately complex and multichannel member and marketing campaigns in a highly matrixed environment with competing priorities
- Defined projects' scope and objectives, created plans, identified and managed resources, communicated regularly, tracked progress, and managed risks

Anthem, Inc. | Virginia Beach, Virginia, and Remote

August 2017 to September 2020

Senior Marketing Writer and Account Manager

- Contributed to \$62.6B op. revenue (13.2% increase from prior year) and acquisition of 834K Medicaid and Medicare members, 84% of Anthem's membership growth, in 2019
- Turned complex medical jargon into concise, plain language copy for health plan members
- Composed and revised copy for over 700 projects on time, with 150 projects finished in just five months, for the high-priority implementations of the Florida Medicaid plans
- Found inefficiencies in internal work processes and provided solutions to improve them

Anthem, Inc. | Virginia Beach, Virginia

February 2016 to May 2017

Editorial Manager

- Added to the growth of the government business in 2016, which generated \$45.5B in operating revenue (11.4% increase from prior year) and added 613K Medicaid members
- Led a team of five writers to create nearly 800 member and marketing communications for seven Medicaid health plans, meet client deadlines, and achieve department goals
- Helped two struggling writers improve their performance and meet targets
- Worked cross-functionally with shared services teams to build rapport and solve issues

Anthem, Inc. | Virginia Beach, Virginia

March 2014 to February 2016

Marketing Writer and Account Manager

- Added to the government business's growth, which added \$33.8B in op. revenue and 815K Medicaid members in 2014 and \$40.8B in op. revenue and 84K Medicaid members in 2015
- Managed 50-100 member and marketing projects concurrently, writing copy for both short- and long-form print and web collateral while adhering to various brand guidelines
- Used creative solutions to reduce costs and waste, like removing duplicate mailings to the same households, which cut costs for each mailing by 30% to 45%
- Trained new associates, contractors, and customers on our work processes

Education

George Mason University, Fairfax, Virginia

Bachelor of Art in Communication, Journalism concentration

Professional Skills

Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams), Adobe (Reader, working knowledge of InDesign and Photoshop), and work systems (JIRA, Workfront, SharePoint)