AGNES LIPOWICZ-KUSMIDER

Chicago, IL | (773) 344-6607 | alipowicz1@gmail.com | linkedin.com/in/agnes-lipowicz-kusmider

MARKETING STRATEGY | EVENT, BRAND & PRODUCT DEVELOPMENT | COMMUNITY ENGAGEMENT

Marketing and communications leader who develops and directs integrated marketing strategies to strengthen brands, expand audience reach, and drive participation and revenue growth. Oversees multichannel marketing initiatives, aligning cross-functional teams, agency partners, and marketing technology to achieve business objectives. Combines strategic planning, creative execution, and data-driven decision-making with extensive experience in healthcare, professional associations, corporate partnerships, and mission-driven organizations.

SELECTED LEADERSHIP IMPACT

- Grew conference attendance 11% in a stagnant market through audience targeting, positioning, and integrated campaigns.
- Implemented Marketo and Salesforce across three American Hospital Association (AHA) Professional Membership Groups (PMGs), standardizing audience management and campaign automation.
- Oversaw the successful launch of a Higher Logic online member community, achieving a 32% member adoption rate within its first year.
- Generated a 195% increase in conference website pageviews through event rebranding and a new website; separately increased organic traffic 10% in seven months through a website redesign.
- Led and coached marketing and membership teams of up to five; managed cross-functional programs, agency and vendor partners, and event budgets of more than $3M.

WORK EXPERIENCE

Marketing Manager | 2022–2025

American Hospital Association (AHA) | Chicago, IL

Developed and led integrated marketing and communications strategies for three AHA Professional Membership Groups, advancing membership engagement and promoting education, conferences, products, and publications to approximately 26,000 members annually. Oversaw multichannel campaign execution, performance measurement, and three direct reports, while coordinating internal teams and external partners.

- Built integrated plans around audience segments, value propositions, channel strategy, measurable goals, and ongoing optimization to advance participation, membership, and revenue.
- Directed campaigns across email, web, social, newsletters, video, paid media, direct mail, print, and events; guided messaging, brand quality, content calendars, and execution across teams.
- Used campaign, membership, and business intelligence data to evaluate engagement and ROI, identify trends, and refine audience, content, and channel choices.
- Managed marketing portfolios, budgets, forecasts, timelines, and vendors; coached staff and improved email and marketing automation practices.

Membership and Marketing Manager | 2018–2022

Association for Health Care Resource & Materials Management (AHRMM), AHA | Chicago, IL

- Oversaw AHRMM member acquisition and retention, chapter and committee engagement, education and conference marketing, website, email, social, advertising, and community programs.
- Implemented Higher Logic online community, engaging 32% of members in year one and creating a new channel for peer connection and ongoing member value.

- Executed an agency-developed organizational rebrand within four months and established an enterprise-wide content calendar to align messaging, streamline workflows, and strengthen content governance and performance tracking.

Senior Marketing and Communications Specialist | 2013–2018
AHRMM, AHA | Chicago, IL

- Developed integrated campaigns, reaching 4,300 members and more than 20,000 prospects through education, conference, exhibition, publications, chapters, and member-acquisition marketing.
- Increased advertising revenue 73% by redesigning print and digital media offerings and creating tailored advertising and sponsorship opportunities for healthcare suppliers.
- Introduced segmented email automation and launched a conference newsletter with open rates above 50%, improving audience targeting and campaign measurement.

Marketing and Communications Specialist | 2010–2013
AHRMM, AHA | Chicago, IL

- Produced 50+ member testimonial videos that generated more than 10,000 YouTube views in support of AHRMM membership, conference and strategic-initiative campaigns; leveraged website analytics and search insights to optimize outreach.
- Transformed a member newsletter into a print/digital magazine rated valuable by 85% of members while reducing annual production costs by $6,500.

EARLIER NONPROFIT LEADERSHIP

Polish American Association | Chicago, IL
Director of Public Relations and Special Events

Expanded corporate sponsorship support by 35%, increased net gala income per guest by 40%, and exceeded a $100,000 annual fundraising goal by 10%.

Director of Foundation and Corporate Relations
Secured more than $500,000 in institutional and operating support over three years and expanded corporate partnerships.

SKILLS

Digital Strategy and Integrated Campaigns | Marketing Automation & Revenue Attribution | Audience Acquisition and Retention | Content and Editorial Planning | Email and Lifecycle Marketing | CRM Segmentation and Automation | Website Strategy and SEO | Social and Paid Media | Video & Digital Storytelling | Analytics and ROI | Cross-Functional Leadership and Collaboration | Team Coaching | Community Relations and Movement Building | Fundraising and Sponsorship

TECHNOLOGY

Salesforce, Marketo, Drupal, Cvent, GA4, Higher Logic, Paid Google/Meta/YouTube Ads, NetForum/Abila, Smartsheet, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Microsoft 365, HTML/CSS, Search Engine Optimization (SEO), Generative Engine Optimization (GEO), ChatGPT, Microsoft Copilot, Perplexity and AI-Assisted Content Workflows.

EDUCATION AND CREDENTIALS

B.A., Communication, Loyola University Chicago
Certificate, Integrated Marketing Communications, DePaul University (Kellstadt Marketing Center)
Certified Professional Medical Interpreter, Heartland Alliance | Polish: Fluent