

Bridget Clancy

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Summary

Strategic Digital Marketer with 9+ years of experience driving patient acquisition and revenue growth for multi-location healthcare systems. Proven ability to translate complex performance data into executive-level insights, influence cross-functional stakeholders, and align marketing strategies with service line goals. Combines deep expertise in full-funnel digital strategy with AI-driven workflow innovation to improve efficiency, accelerate insights, and deliver measurable ROI.

Work Experience

Media Manager at Goodway Group, Remote

01/2021 - Present

- Manage \$5.8M+ in annual media investment across Search, YouTube, Performance Max, and Demand Gen for multi-location hospital systems clients to drive patient volume and service line growth
- Transformed a fragmented hospital system paid search strategy into a unified, always-on model, securing \$1M+ in incremental investment and improving scalability across regions and service lines
- Played a key role in a OB/maternity growth initiative, scaling Google annual spend from \$300K to \$800K and contributing to the recovery of projected lost deliveries, protecting hospital revenue
- Translate complex performance data into executive-level insights, influencing strategy and investment decisions across cross-functional stakeholders
- Recognized as a top generative AI adopter within the organization; develop custom GPT workflows that automate campaign processes, accelerate reporting, strengthen insight clarity, and standardize outputs.
- Drive process improvements and mentor team members on AI adoption and best practices, increasing consistency and operational efficiency

Digital Advertising Specialist at PhDesigned, Remote

09/2018 - 12/2020

- Responsible for campaign management and order fulfillment of paid digital media campaigns (SEM, Social, Display, and Video) for six advertising agency partners averaging 200 campaigns monthly
- Initiated, researched, and executed transition of team's project and data management software in order to increase efficiency and internal organization
- Developed resources to educate agency sales teams about new initiatives

Digital Media Coordinator at Benedict Advertising, Daytona Beach

11/2017 - 09/2018

- Developed and managed paid digital campaigns for clients, including a national CPG brand
- Led monthly digital meetings with clients to review results and discuss opportunities for growth

Education

Bachelor of Science, Public Relations

University of Florida, 2011-2015

Minor, Disabilities in Society

University of Florida, 2011-2015