

Catherine Allen

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Dear Hiring Manager,

I am excited to apply for the Senior Manager, Content Marketing position at Maven Clinic. With over a decade of experience in product marketing and commercialization within the life sciences and diagnostics space, I bring a proven ability to translate scientific innovation into market adoption, revenue growth, and measurable brand impact.

In my current role as Global Commercial Product Manager at LinusBio, I lead go-to-market strategy and the launch of pediatric laboratory-developed tests, leveraging clinical insights, biomarker data, and customer feedback to craft messaging that engages both healthcare providers and patients. I design and deploy integrated campaigns across digital, media, and conference channels, and develop clinical and patient-facing materials that are both compliant and user-friendly. By mining data from analytics platforms, social media, lab systems, and financial reports, I optimize marketing strategy and create concise performance dashboards to measure impact.

Previously, at NanoTemper Technologies and ViaCord (PerkinElmer), I launched innovative diagnostics and biophysical tools, collaborated cross-functionally with product, engineering, sales, and digital marketing teams, and created sales enablement assets—including persona-based messaging guides, training decks, pitch materials, application notes, and webinars—that drove double-digit increases in lead-to-close ratios and accelerated adoption. I have also led marketing campaigns for molecular genetic testing at Greenwood Genetic Center, using digital content, sales collateral, and KOL engagement to drive clinical adoption.

My experience has honed my skills in go-to-market planning, messaging and positioning, sales enablement, cross-functional leadership, and analytics-driven decision-making. I am adept at integrating marketing technology and AI tools to optimize campaigns, content strategy, and customer engagement. I thrive at the intersection of science, marketing, and strategy, and I am eager to bring this expertise to Maven Clinic. to drive product growth and adoption.

Thank you for your time and consideration. I would welcome the opportunity to discuss how my experience in diagnostics product strategy and commercialization can contribute to the success of your product portfolio.

Sincerely,

Catherine Allen