

DANA RAYKOVICH

Marketing & Brand Strategy Leader

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Marketing and brand strategy leader with 18+ years of experience building brands, launching offerings, and translating complex businesses into clear, compelling stories. Combines in-house leadership with 13+ years as a consultancy founder, partnering directly with executives, business owners, and boards to connect brand positioning, customer experience, and marketing investment to business priorities.

Experience spans brand strategy, creative direction, digital experiences, public relations, international launches, and community building. Leads multidisciplinary teams and external partners, manages substantial marketing budgets, and guides work from discovery through execution. Brings strategic judgment, a strong visual sensibility, and hands-on experience turning ideas into campaigns, experiences, and communications that earn trust and drive action.

CORE CAPABILITIES

Marketing Strategy & Planning | Brand Strategy & Positioning | Brand Identity & Messaging | Creative Direction | Customer & Audience Insights | Digital Strategy & Website Experience | Content Strategy & Storytelling | Launch Strategy & Campaign Development | Public Relations & Crisis Communications | Partnerships & Community Engagement | Executive & Board Collaboration | Team & Agency Leadership | Budget Management | Performance Measurement

PROFESSIONAL EXPERIENCE

Founder & Principal | 2013-Present

MILK & HONEY MARKETING | Central Texas / Remote

Founded and lead a marketing and brand consultancy, frequently serving as clients' senior marketing leader. Partner with executives and business owners to clarify positioning, strengthen customer experiences, and direct marketing from strategy through execution. Engagements include approximately 30 healthcare organizations, alongside work in professional services, landscaping, and other service businesses.

- Lead audience research, brand positioning, messaging, creative direction, and digital strategy across 3-4 concurrent client engagements, translating business priorities into focused marketing plans and coordinated execution.
- Manage annual client marketing budgets up to \$200K and direct teams and partners across design, content, web development, SEO, analytics, media, video, and production.
- Served for six years as the sole marketing leader for Central Texas Pediatric Orthopedics, supporting 9 physicians, 70+ professionals, and five locations. Owned strategy, budget allocation, brand communications, and performance reporting to the owner board.
- Helped increase the organization's average monthly new-patient volume 175%, from 142 to 390 by Q1 2024, through sustained brand positioning, reputation management, digital marketing, content, and market development.
- Led discovery, positioning, content strategy, and customer-journey planning for Texas Diabetes & Endocrinology. The resulting website and SEO overhaul increased monthly organic traffic 103%.
- Translate complex products and services into accessible positioning, educational content, and digital experiences, working directly with subject-matter experts at organizations including HealthTronics, ArchCloud, and Providers' Choice Laboratory.
- Guide brand launches, rebrands, and website initiatives from discovery through implementation, aligning visual identity, brand voice, audience needs, and the experience delivered across channels.

AI & DIGITAL INNOVATION

AI proficiency includes research, competitive analysis, content development, and workflow automation. Projects include an AI wellness prototype, an AI-assisted prospecting workflow connecting Power Automate, Excel, ChatGPT, and Outlook, and a Brand Brain prototype in development that translates brand strategy, voice, and creative standards into AI-guided workflows.

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PROFESSIONAL EXPERIENCE

Regional Marketing Manager | 2013-2015

PRELUDE FERTILITY / VIVERE | Central Texas / North America

- Selected as the first Central Texas marketing hire for a newly launched surgery center and laboratory, establishing regional positioning, referral relationships, and customer-engagement programs.
- Directed marketing across digital, events, educational content, and referral development while managing an \$80K annual budget and 5-10 vendors.
- Built a regional referral network through outreach to 81 physician practices across 9 Central Texas cities, tailoring messaging and relationship development to distinct professional audiences.
- Gathered firsthand insights from prospective patients to identify questions and barriers, improve messaging, and strengthen the path from initial interest to consultation.
- Created and piloted Fertility Tranquility Spa Day, generating 767 landing-page visits, 152 RSVPs, 88 attendees, 23 appointment requests, and seven IVF cycles; managed expansion into additional U.S. markets.

Marketing Director | 2011-2013

THE GOLDEN HAT FOUNDATION | International

- Led brand, marketing, and communications for Kate Winslet's international autism nonprofit across the U.S., U.K., and Iceland, overseeing digital experiences, ecommerce, partnerships, events, and major launches.
- Managed two full-time team members and coordinated 15-30 external agencies, vendors, and collaborators across media, publishing, development, production, and celebrity partnerships.
- Co-managed the international launch of The Golden Hat: Talking Back to Autism with Kate Winslet and Simon & Schuster, coordinating positioning, publicity, digital communications, events, and partner activation.
- Shaped a consistent organizational voice across campaigns, public-facing content, and partner initiatives, translating a complex mission into accessible stories and opportunities for audience participation.
- Launched two custom interactive digital platforms and a 33-product ecommerce store; grew the organic Facebook community from 187 to 7,000+ in one year.

Marketing Coordinator & Interim Marketing Director | 2008-2011

CEDAR PARK REGIONAL MEDICAL CENTER | CHS + Seton · Cedar Park, Texas

- Helped establish the marketing function for a newly launched regional hospital and twice served as Interim Marketing Director, functioning for substantial periods as the organization's senior marketing leader.
- Led public relations and crisis communications during a high-profile legal crisis involving the CEO, partnering with senior leadership on sensitive messaging and reputation management.
- Directed corporate communications, executive messaging, media relations, advertising, digital content, and community engagement, aligning marketing with organizational priorities and audience needs.
- Managed marketing across 8 service lines, 4 off-site clinics, 8 employed physicians, 6 websites, and 3 consumer programs, bringing distinct offerings together under a consistent brand.
- Managed a multi-six-figure annual marketing budget and approximately 15-20 agencies, vendors, and partners across creative, digital, public relations, media, events, and production.
- Supported launches of new services and technologies, including the da Vinci surgical system and Medtronic technologies, translating technical capabilities into compelling campaigns, educational content, and customer stories.
- Built Healthy Woman from launch to 8,000 members in its first year; chaired a 15-member advisory board and developed relationships with 100+ national and local business partners.
- Earned three CHS Best Practice Awards for marketing and community-engagement initiatives.

EDUCATION

BBA, Marketing | Texas State University | Highest Honors
Women's Entrepreneurship Certificate | Cornell University

DIGITAL FLUENCY

GA4 | Canva | Adobe Creative Cloud | WordPress | Elementor | Wix | Power Automate | Excel | ChatGPT