

MARKETING STRATEGY | BRAND GROWTH |  
COMMERCIALIZATION

# KRISTEN FESCOE

## ABOUT ME

Marketing and commercialization leader with experience developing growth strategies, brand positioning, executive messaging, and omnichannel engagement across healthcare, behavioral health, and consumer brands. Combines a background in clinical psychology with strategic marketing expertise to uncover audience insights, shape compelling brand narratives, and drive measurable business growth.

## EDUCATION

**Drexel University / MCP  
Hahnemann University**

Master of Science (M.S.), Clinical  
Psychology — Forensic Track

**Rutgers University**

Bachelor of Arts (B.A.), Clinical  
Psychology

## COMPETENCIES

- Commercialization Strategy
- Go-to-Market Planning
- Product Marketing
- Executive Messaging
- Brand Storytelling
- Audience Engagement
- Content Strategy
- Omnichannel Marketing
- Behavioral Insights
- Market Positioning
- Healthcare Growth Strategy
- Content Development

## TOOLS

|          |                      |
|----------|----------------------|
| GA4      | Adobe Creative Suite |
| Tableau  | Microsoft Office     |
| Hubspot  | Google Ads           |
| ChatGPT  | Salesforce           |
| Claude   | WordPress            |
| Copilot  | Google Analytics     |
| Figma AI |                      |

## WORK EXPERIENCE

### STRATEGIC MARKETING & BEHAVIORAL CONSULTANT

2004 - present

#### Kristen Fescue Consulting

- Advise healthcare, wellness, education, and consumer brands on positioning, go-to-market strategy, content, and growth.
- Identify market gaps, audience insights, and growth opportunities to shape actionable marketing strategies.
- Translate complex offerings into clear messaging, brand narratives, and customer journeys.
- Apply behavioral science and psychology to strengthen engagement, experience, and conversion.

### DIRECTOR OF MARKETING & STRATEGY

2020 - 2026

#### Connexio Health

- Led commercialization and go-to-market strategy across healthcare, contributing to \$54M+ in new sales opportunities.
- Developed positioning, messaging, and omnichannel strategies that achieved a 3:1 return on marketing spend.
- Identified market gaps, whitespace opportunities, and audience insights to drive client growth strategies.
- Led integrated content and sales enablement across digital campaigns, thought leadership, webinars, social, and product launches.

### ADJUNCT PROFESSOR OF PSYCHOLOGY

2005 - present

#### Rowan College at Burlington County

- Teach psychology courses including Developmental Psychology, Abnormal Psychology, Child Psychology, and Introduction to Psychology. Provide mentoring, advising, and distance learning instruction.

### CLINICAL COUNSELOR

2001 - 2005

#### Women Organized Against Rape

- Provided trauma-focused counseling and crisis intervention services for survivors of sexual assault in clinical and correctional settings. Worked with high-risk and incarcerated populations experiencing PTSD, substance abuse, and co-occurring mental health disorders. Trained in Prolonged Exposure Therapy, crisis counseling, clinical assessment, treatment planning, and victim advocacy.