

# Kirsten Burroughs

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## SUMMARY

Senior marketing and customer experience leader with 8+ years of experience supporting medical device and pain management organizations. Trusted partner to physician KOLs and executive teams, specializing in professional education programs, advisory boards, customer experience visits (CEVs), conference activations, and cross-functional execution. Known for running complex initiatives independently, maintaining compliance, and delivering high-touch experiences that strengthen physician relationships and support commercial growth.

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## EXPERIENCE

### Senior Marketing Manager

#### VIVEX Biologics

July 2024 - December 2025, Miami, FL

- Led end-to-end strategy and execution of monthly **Customer Experience Visits (CEVs)**, each hosting 30–40+ physician attendees, including agenda design, faculty coordination, compliance alignment, logistics, and on-site execution.
- Planned and executed ancillary conference events, including **100+ attendee physician dinners and private activations**, supporting brand presence and relationship development at major industry meetings.
- Served as primary liaison for **physician contracts, honoraria, and payments**, ensuring compliance with internal policies and industry regulations.
- Supported **professional education and physician training certifications**, coordinating faculty, materials, accreditation requirements, and on-site delivery.
- Collaborated cross-functionally with sales, clinical, and leadership teams to support **sales enablement initiatives**, physician engagement strategies, and customer-facing materials.
- Managed digital touchpoints including **LinkedIn and social media presence, website updates, and digital design projects**, ensuring consistent brand representation.
- Assisted with **clinical study coordination**, including physician communications, meeting logistics, and operational support.
- Operated with a high degree of autonomy, serving as the central owner for multiple concurrent initiatives with minimal oversight.

### Associate Manager, Customer Experience

#### Abbott Neuromodulation

November 2021 - July 2024, AUSTIN, TX

- Led planning and execution of professional education programs across Abbott's neuromodulation portfolio (CPT, DRG, DBS).
- Managed all customer-facing experiences including conferences, continued education trainings, and CEVs.
- Owned venue sourcing, contract negotiation, and budget management for programs ranging from **\$30K–\$250K+**.
- Built long-standing relationships with national and international physician KOLs, increasing engagement and participation in educational initiatives.
- Designed signature programs with high-caliber speakers to deliver clinically relevant, engaging content aligned with business objectives.

### Marketing Manager

#### Lighthouse Medical Marketing

October 2020 - November 2021, FORT LAUDERDALE, FL

- Developed and executed integrated marketing campaigns across digital, print, email, and social channels.
- Led website management, landing page optimization, and social media strategy across multiple platforms.
- Identified and secured B2B partnerships, resulting in new strategic relationships.
- Managed PPC and SEO initiatives, increasing keyword rankings from 3 to 66+ and driving consistent daily sales growth.

### Medical Device Event Planner

#### Saber Events

June 2018 - February 2021, HOUSTON, TX

- Managed logistics and execution for 100+ high-quality medical device events and trainings annually.
- Oversaw attendee travel, accommodations, transportation, and on-site execution for programs with 75+ attendees.
- Negotiated preferred venue contracts, consistently saving \$2.5K+ per event.
- Ensured full compliance with legal, health, and safety regulations.

### Key Leader

#### Lululemon

December 2016 - August 2019, SANTA ROSA BEACH, FL & TAMPA, FL

- Supported consistent achievement of **130%+ of regional sales targets** through localized sales initiatives and strong customer relationship development.
  - Managed relationships with **8+ key sales accounts**, contributing to retention and repeat business.
  - Helped evolve the store's **customer engagement strategy**, increasing local customer loyalty and reducing reliance on tourist-driven sales.
  - Trained and onboarded **2–5 new hires per month**, reinforcing sales process, customer experience standards, and operational best practices.
  - Supported high-volume operations by prioritizing workflows and maintaining organization during peak periods.
  - **Promoted to Key Leader** based on performance, leadership capability, and team impact.
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## EDUCATION

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### B.S. Coursework in Psychology and Marketing

Florida State University • TALLAHASSEE, FL • 08/2013 – 05/2016

- Coursework in Psychology and Marketing.
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## CERTIFICATIONS

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### Sales Enablement

HubSpot • 09/2020

- How to align marketing and sales for optimal efficiency.

### Inbound Sales Certification

HubSpot • 09/2020

- The fundamentals of growing a sales pipeline and closing more leads.

### The Strategy of Content Marketing

UC Davis • 09/2020

- The core strategies content marketers use to acquire and retain customers profitably.

### Cvent Event Management

Cvent • 03/2020

- How to effectively use Cvent features and resources to maximize modern event potential.
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## AWARDS & HONORS

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### Honor Roll

FSU Psi Chi Honor Society • 2016

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## SKILLS

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### Core Expertise

- Physician & KOL Engagement
- Advisory Boards & Professional Education
- Customer Experience Strategy
- Conference & Event Strategy
- Contract Negotiation & Compliance
- Sales Enablement & Cross-Functional Collaboration

### Tools & Platforms

- Cvent, Monday.com, HubSpot
  - Microsoft Office, CRM Systems
  - Digital & Social Platforms
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