

Intern

Final Presentation

Anthony Mania

Digital Marketing Communications Intern - Trauma

July 31, 2024

Anthony Mania

Discipline | Strategic | Futuristic | Individualization | Arranger

stryker



Education:

- Rutgers University: BS–Marketing
- Seton Hall University: M.B.A.
(Starting in Fall 2024)

Hometown:
Paramus, NJ

Goals / Objectives

- Obtain more technical skills
- Gain business knowledge
- Develop relationships
- Make an impact on Stryker

Hobbies/fun facts:

Watching/playing sports, working out, listening to rock music, and hanging out with friends

My Favorite Commercial



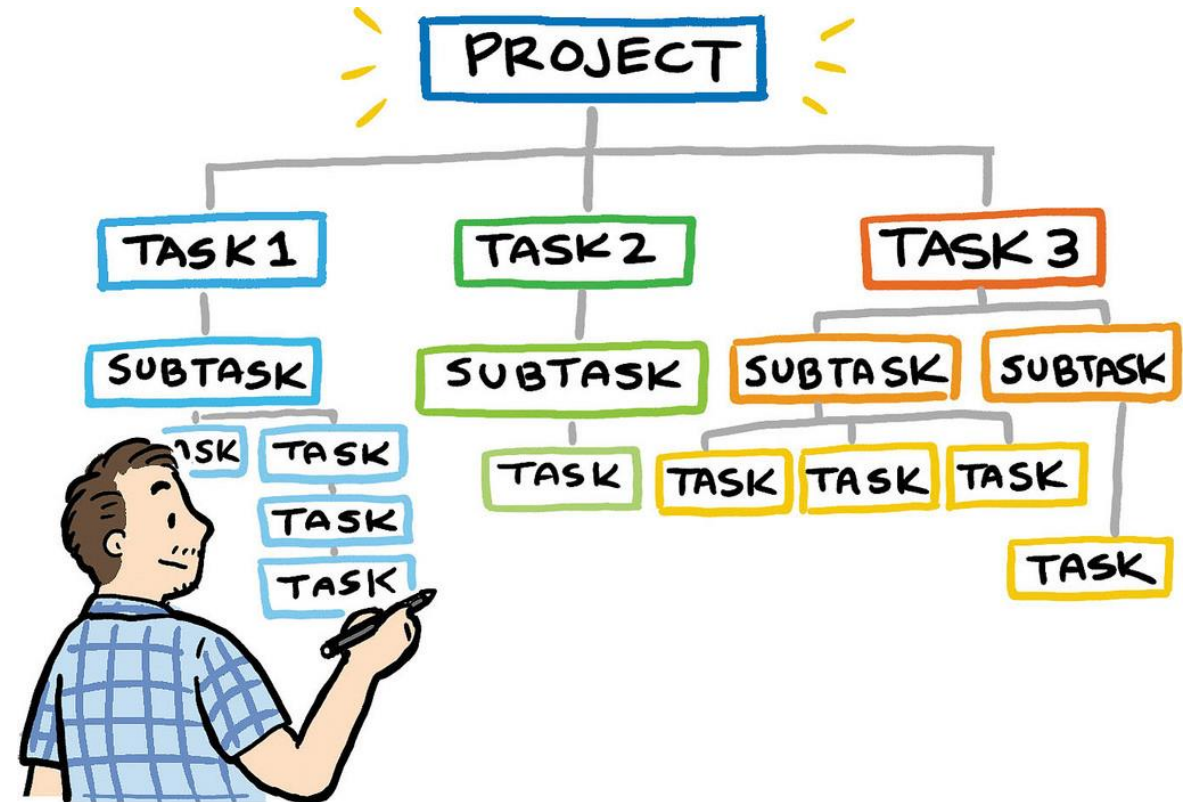
West Point Foot & Ankle Commercial

- Got to star in the commercial on the West Point Army Football Field
- Thank you to Ali Moutinho and Daniela Marino for the opportunity take part in this project



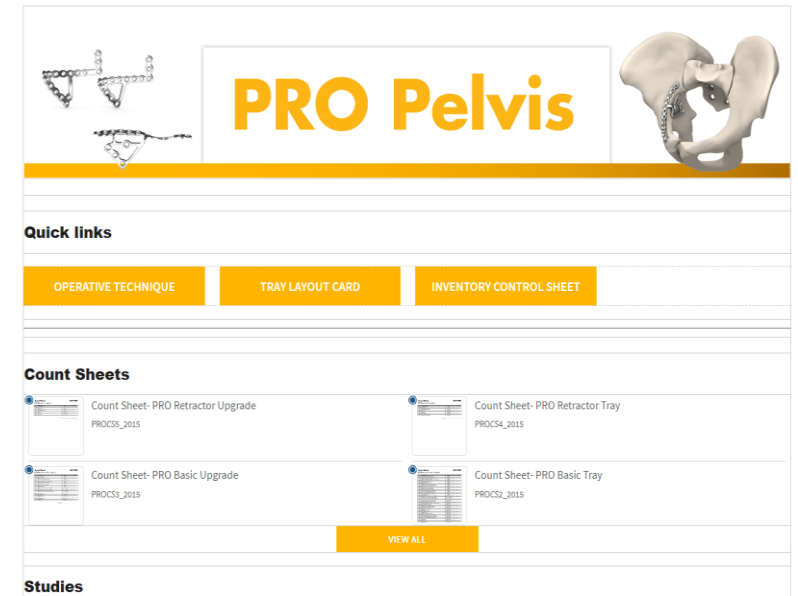
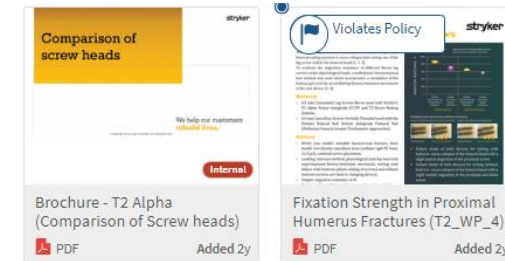
Tasks / Projects

- Highspot Audit
- Marketo Emails
- Social Media Posts
- Social Media Competitive Analysis
- Highspot Redesign
- Power BI Dashboard



Highspot Audit

- Partnered with marketing to ensure product pages within Highspot are up to date, properly named, and create smart pages for them.
- Pangea, Gamma4, T2 Alpha, VariAx 2, Hoffman 3, PRO Pelvis, and more.



Highspot Audit

Featured 2



Operative Technique - T2 Alpha Tibia
T2-ST-20, Rev 4,



System Components Guide - T2 Alpha Tibia
T2 SCS 4

Last 6 Months 9



Comprehensive nailing platform - Traumacast
Video Added 2m



Win with the small things
Single use IMN Drills now available
PDF Added 2m



Research Article
Fracture of Extra-articular Proximal Tibial Fractures: Biomechanical Comparison of Single and Dual Implant Constructs
Scolaro JA et al. - 2022 - Fixation of Extra-articular
PDF Added 3m



Survey data on first clinical experiences with the T2 Alpha
PDF Added 3m



Performance of IMN Screws
1 | Increased fatigue strength
PDF Added 3m



Migration resistance of Recon screws
Migration resistance of Recon screws - White Paper (EN)
PDF Added 3m



T2 Alpha Femur Retrograde -
Internal



Tray Layout Card (IMN) - T2



E-mail - Locking Scalpel
Internal

Before



Quick links

OPERATIVE TECHNIQUE

SYSTEMS COMPONENTS GUIDE

Tray Layout Cards



Tray Layout Card (IMN) - T2 Alpha
Content ID: T2-TLC-12



Tray Layout Card - T2 Alpha Tibia Instruments
T2 TLC 4



Back Table Layout - T2 Alpha Tibia
Internal



Tray Layout - T2 Alpha Tibia DTS
T2 TLC 2

Inventory Control Sheets

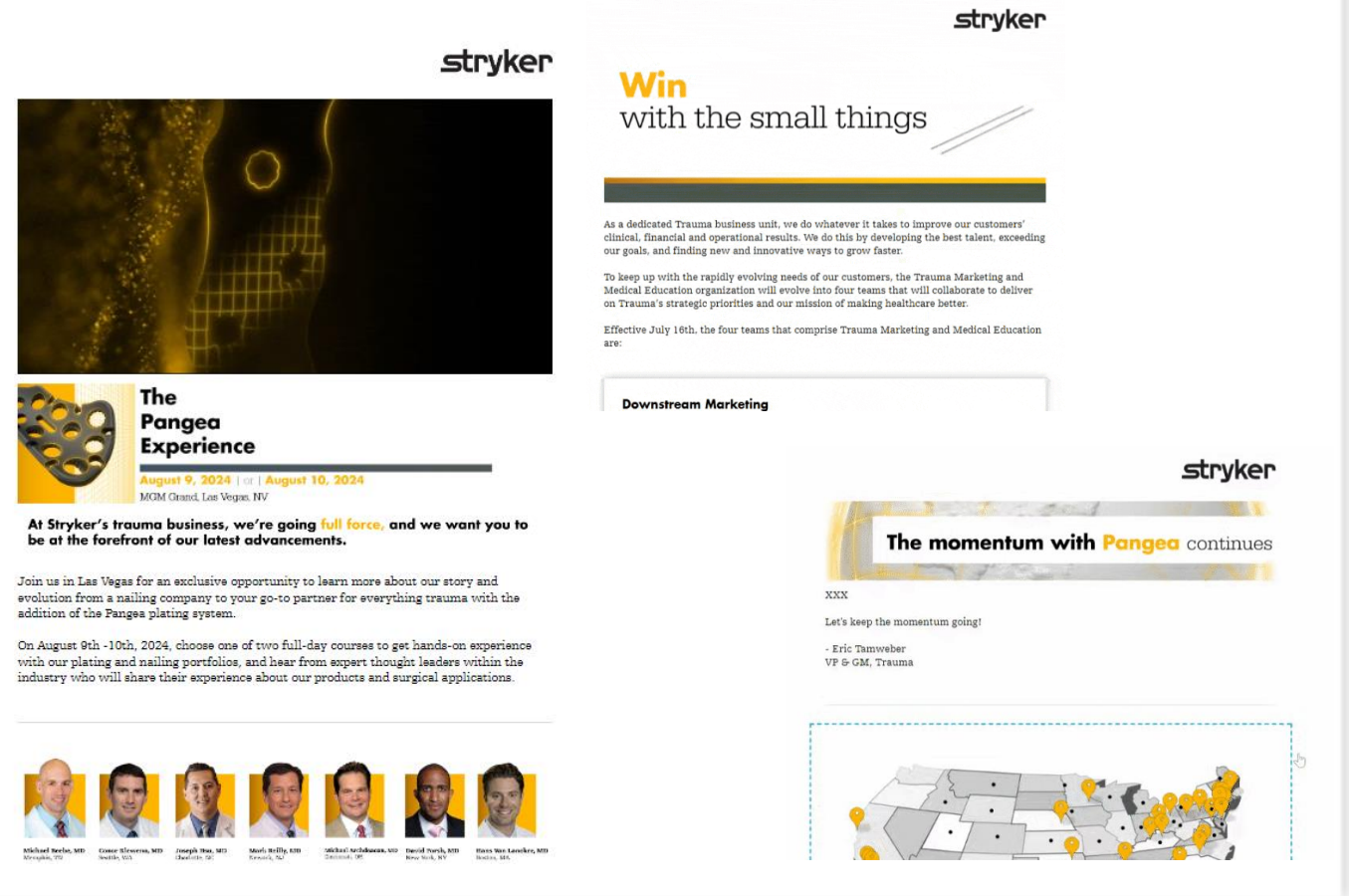


Inventory Control Sheet - T2 Alpha Tibia
T2-OOS-3

After

Marketo Emails

- Completed Marketo emails for various different purposes
- Learned the software, Stryker's brand, worked extensively with Vince Wolff to make Graphics



Social Media Posts

- Mocked up and created social posts
- Took pictures for social posts
- Created captions for social posts



Social Media Competitive Analysis

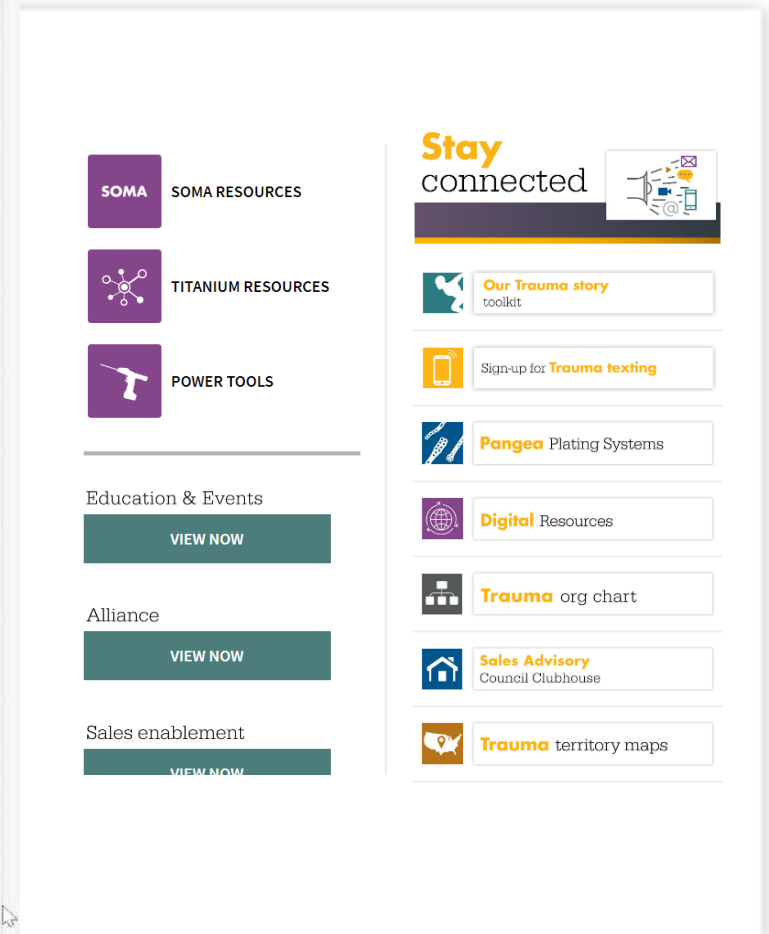
- Examined various metrics on Instagram for our competitors
- Developed a conclusion on ways we can improve our Instagram based on our competitors
- Hashtags

Accounts	How often is content posted (Monthly)	Photos (since 2024)	Multiple Photos in one post (Since 2024)	Videos under 1 mins (since 2024)	Videos over 1 min (Since 2024)	Reels (Average length)
J&J (Depuy Synthes) @depuysynthescmf	~ 2-3 Posts	2	3	8	2	12 seconds
J&J (Depuy Synthes) @depuysynthesfargo	~ 1-2 Posts	3	6	0	0	N/A
Smith and Nephew @Smithnephewmeded	~ 45 Posts	106	46	31	67	25 seconds
Zimmer @zimmerbiomettfa	~ 1 Post	5	0	0	0	N/A
Arthrex Trauma @arthrex_trauma	~ 1 Post (Posted 6 times in Feb)	6	4	3	3	15 seconds
Integra Life Sciences @integralifesciencescorp	~ 4 Posts	28	0	1	0	30 seconds
CONMED Corporation @conmedcorporation	~ 2 Posts	3	5	7	1	20 seconds
Stryker Trauma @Strykertrauma	~ 6 Posts	7	17	5	6	40 seconds

Accounts	Followers	Average Photo likes	Average Mult Photos in one post likes	Average views for video under 1 min	Average likes for Videos under 1 min	Average views for Video over 1 min	Average likes for videos over 1 min	Followers to Likes % (Average L/F)
J&J (Depuy Synthes) @depuysynthescmf	2,598 followers			N/A (Likes are hidden)				
J&J (Depuy Synthes) @depuysynthesfargo	596 followers	57 likes	49 Likes	N/A	N/A	N/A	N/A	8%
Smith and Nephew @Smithnephewmeded	18.5 K Followers	68 Likes	87 Likes	1,000 Views	28 Likes	6,000 Views	85 Likes	1%
Zimmer @zimmerbiomettfa	177 Followers	10 Likes		N/A				6%
Arthrex Trauma @arthrex_trauma	2,106 Followers	202 likes	281 likes	6,595 views	111 likes	12,397 views	231 likes	10%
Integra Life Sciences @integralifesciencescorp	122 followers	7 likes	N/A	141 views	5 likes	N/A	N/A	5%
CONMED Corporation @conmedcorporation	5,794 followers	34 likes	43 likes	814 views	22 likes	929 views	12 likes	<1%
Stryker Trauma @StrykerTrauma	4,875 followers	68 likes	160 likes	4095 views	121 likes	4264 views	142 likes	3%

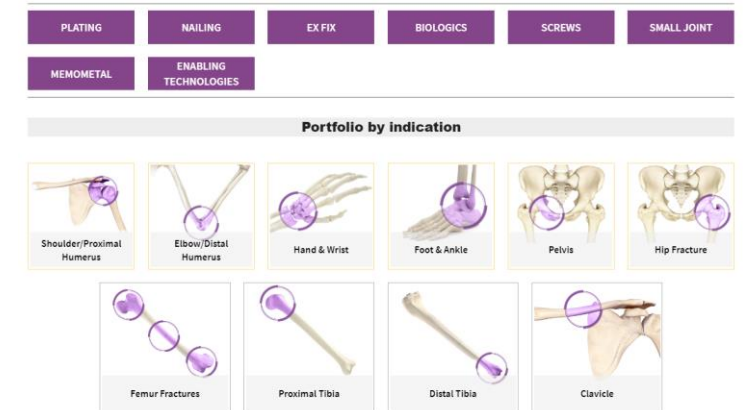
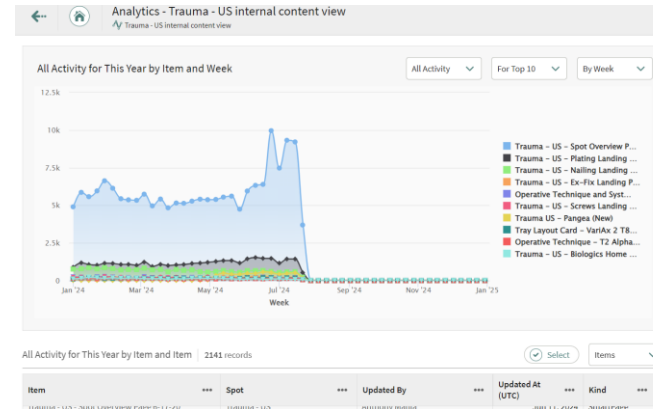
High Spot Redesign

- Developed and designed a plan for a redesign of the Trauma – US Highspot page.
- Priorities for the redesign:
 - Easier to scroll on Mobile
 - More coherent design for the page
 - User friendly (easier to find things)
 - Unique from other pages

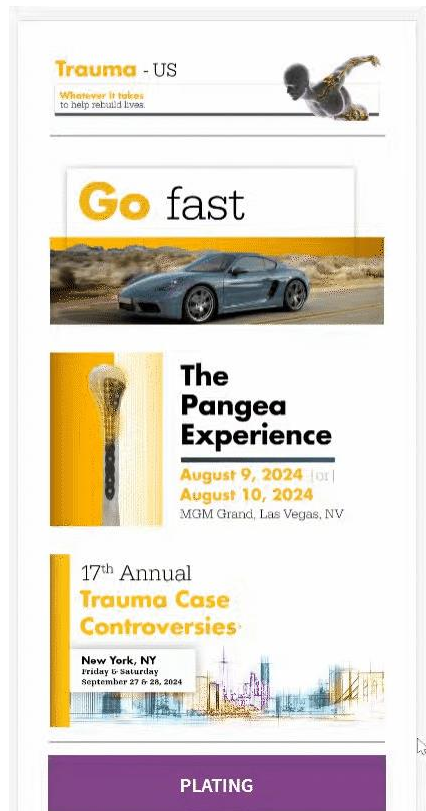


High Spot Redesign

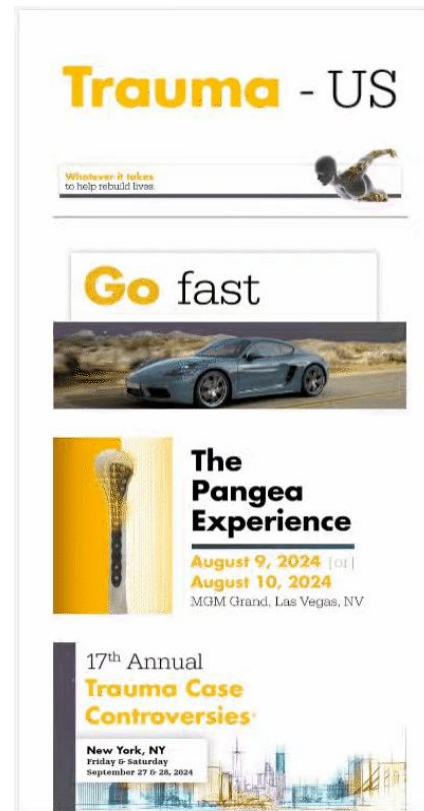
- Used analytics to guide my decisions
- Experimented with different sizing and designs to see what fit best on both the desktop and mobile view



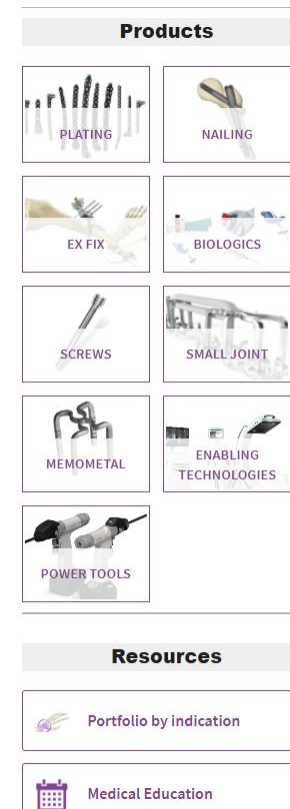
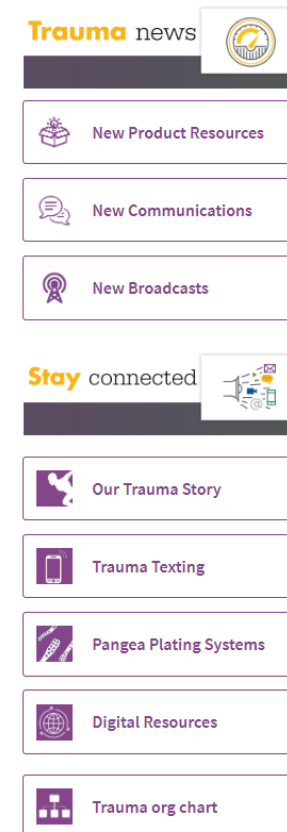
High Spot Redesign



Before



After



Power BI Dashboard

Collaborated with Alliance Intern Emma Petkovich on creating a Power BI Dashboard that showcases analytical insights across Trauma

1. Exported / created spreadsheets with the data
2. Uploaded data to Power BI and learned first hand how to use the software
3. Showcased the data, and designed the dashboard to present useful metrics in a clear way

	A	B	C	D	E
1	Date	Impressions (organic)	Impressions (sponsored)	Impressions (total)	Unique Impressions (organic)
2	01/01/2024	262	0	262	78
3	01/02/2024	296	0	296	104
4	01/03/2024	386	0	386	241
5	01/04/2024	277	0	277	109
6	01/05/2024	198	0	198	127
7	01/06/2024	271	0	271	136
8	01/07/2024	133	0	133	79
9	01/08/2024	137	0	137	60
10	01/09/2024	125	0	125	55
11	01/10/2024	279	0	279	39
12	01/11/2024	71	0	71	37
13	01/12/2024	78	0	78	31
14	01/13/2024	46	0	46	26
15	01/14/2024	37	0	37	23
16	01/15/2024	99	0	99	38
17	01/16/2024	117	0	117	50
18	01/17/2024	483	0	483	57
19	01/18/2024	2095	0	2095	1146
20	01/19/2024	2695	0	2695	1549
21	01/20/2024	714	0	714	387
22	01/21/2024	492	0	492	306
23	01/22/2024	636	0	636	381
24	01/23/2024	725	0	725	353
25	01/24/2024	365	0	365	221
26	01/25/2024	340	0	340	199

Month

Wednesday, November 01, 2023

Friday, December 01, 2023

Monday, January 01, 2024

Thursday, February 01, 2024

Friday, March 01, 2024

Monday, April 01, 2024

Wednesday, May 01, 2024

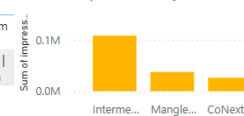
Column1

CoNextions TR Tendon Repair | System Animation

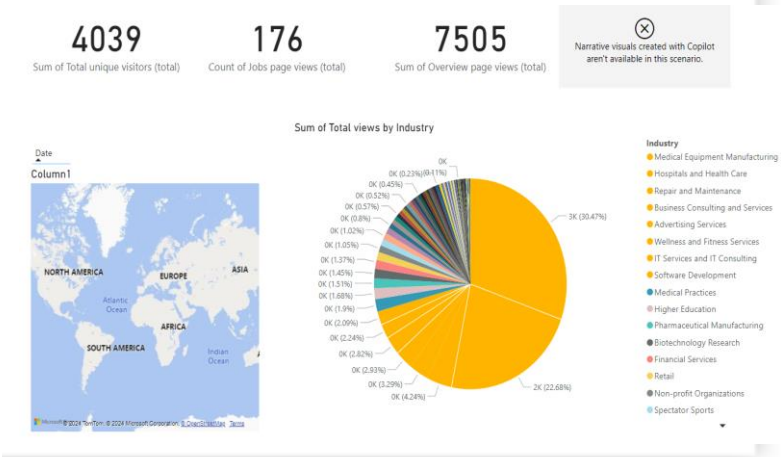
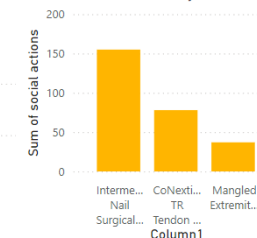
Intermediate Nail Surgical Animation | Gamma4 Hip Fracture Nailing System

Mangled Extremities

Sum of impressions by Column1



Sum of social actions by Column1



Power BI Dashboard

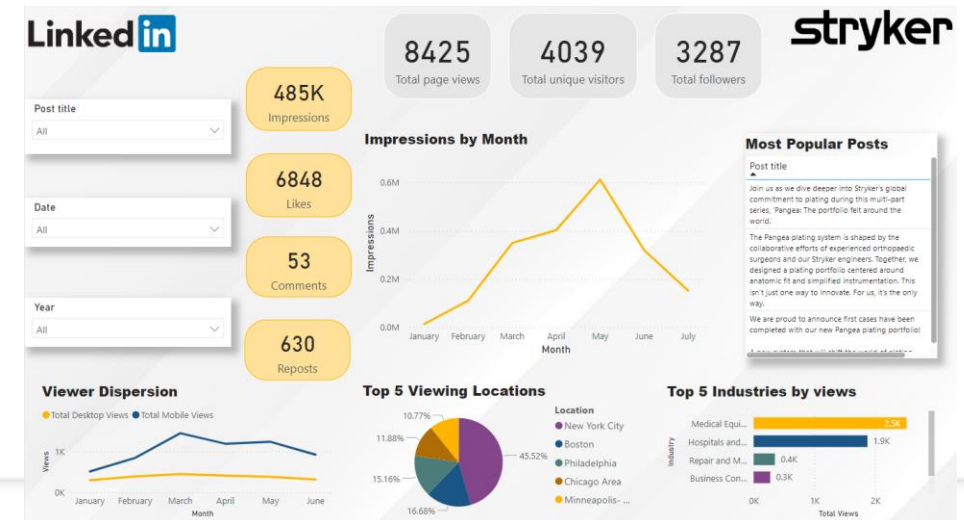
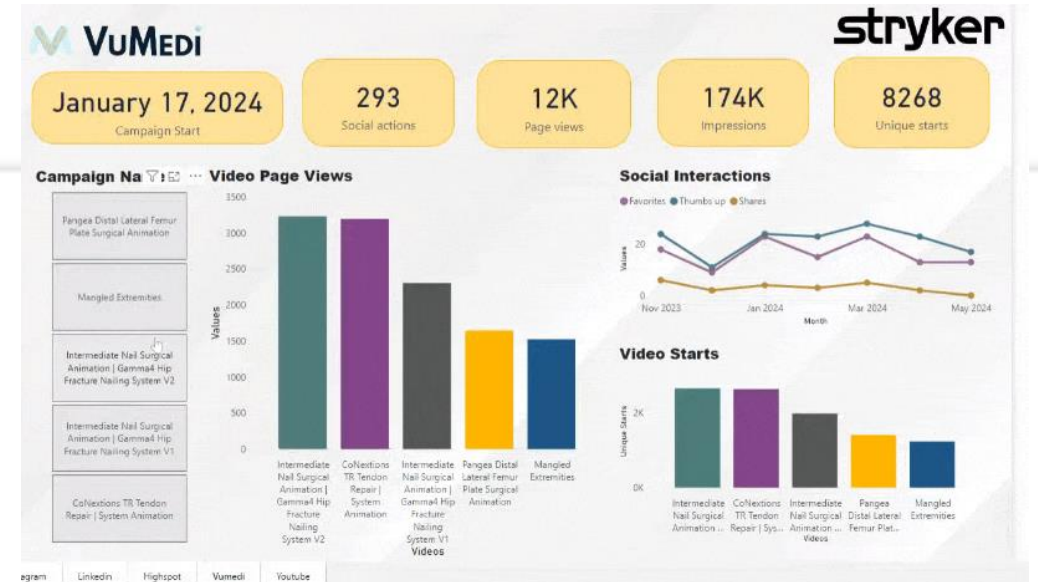
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Power BI Dashboard

- Easy to add data to the excels
- Easy to read and find information on the dashboard
- Showcases many types of analytics in one spot
- Useful for everyone in Trauma

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Thank you all for your time



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Feel free to ask me any questions!