
Health Communications Specialist ~ Development and Execution- Public Education Campaigns ~ Project Management

Work focused, highly successful with **11+ years' rich experience** in health communications, developing and executing public education campaigns to advance clients' positions and findings on complex topics including improvements to Medicare under the Affordable Care Act, Medicare fraud, healthcare quality, prevention, comparative effectiveness, and cancer; seizing control of critical problem areas and delivering on work commitments; major experience across all facets of strategic planning, project management, media relations, message and materials development, speechwriting, digital communications and social media, research, advertising, events, and public education campaigns. A keen planner, strategist, and implementer with expertise in devising policies & plans for improving work performance and achieving desired objectives and organizational growth. Proven Project & People Management skills, proficient in managing widely-divergent, simultaneously occurring projects within agreed cost/time lines. Dexterous at Microsoft Office Applications, Social Media Applications and Basic website editing. Successfully integrate solid management, work development, personnel leadership, and expertise in pursuit of bottom-line goals and objective. Meticulous approach with super planning, team management & Presentation skills. Excellent man-management, time management, and leadership skills; computer literate.

PROFESSIONAL VALUE OFFERED

Strategic Planning	Media Relations	Project Management	Material Development
Speech writing	Digital Communications	Social Media	Research
Advertising and Events	Public Education Campaigns	Copy Writer	Team Management
Education Campaigns	Work on critical health issues	Public Affairs Management	Versatile Leadership

PERFORMANCE MILESTONES

- Part of a \$3.2 million integrated marketing campaign (media relations, advertising, digital communications, social media and research) to increase awareness and use of Medicare's quality comparison tools, including Nursing Home Compare and Hospital Compare; in less than a month, oversaw the placement of ads in newspapers covering all 50 states and media outreach 1,200 reporters garnering 160 million media impressions; currently leading a \$1.3 follow-up campaign that will include the development of a new webpage to host quality comparison tools
- Associated with \$1 million communications program comprising new messages, logo and tagline; development of a website; comprehensive digital and social media campaign; and partnership strategy aimed at increasing utilization of the "Welcome to Medicare" physical exam and other preventive screenings
- Participated in a \$ 11.3 national advertising and public relations campaign to educate Americans on how to prevent, identify and report Medicare fraud; worked with both CMS and HHS Assistant Secretary of Public Affairs on the design and execution of print, radio and television concepts; helped manage fraud summits across the country with HHS Secretary Sebelius and Attorney General Eric Holder.

CAREER PROGRESSION

Director, [REDACTED]

- As the Project Manager and Lead Strategist accountable for developing and executing three separate public education campaigns and one research project.
- The project and campaigns are designed to engage consumers and healthcare providers on a range of public health topics, including prevention, healthcare quality and Medicare fraud.
- Competently managing in-house teams, subcontractors and vendors to develop advertising, websites, social media campaigns and media relations.
- Associated with Focus groups, surveys and a pilot campaign to test best methods and modes of communications for reaching multiple generations with critical health messages and information.

- Recently completed development of a new visual identity and messaging for the Prevention Research Centers program, a network of 37 community-based research institutions working on critical public health issues including obesity and cancer.

- Collaborated on the development and launch of the breast cancer organization's public policy arm, the Komen Advocacy Alliance.
- Provided program management, public affairs counsel and support, including board recruitment strategy, executive visibility, launch event planning, materials development and media relations.

- Worked with BCBSA to translate complex national healthcare policy recommendations into easy-to-understand prose; developed messages, press releases and speeches on comparative effectiveness and health information technology and reducing medical errors

- Oversaw the development of a public advocacy campaign to encourage President Obama, Vice President Biden and Secretary of State Clinton to play a more personal, direct role in brokering an end to conflict in Sudan.
- Developed branding, website, bold print advertisements, Facebook and Twitter presence and managed coalition

- Leveraged partnerships with civic organizations to maximize impact of NCN, a clearinghouse for best practices in city government

Research Dissemination

- Developed and executed media relations plan to promote the release of a comprehensive consumer study of the "Cash for Clunkers" program.
- Translated complex statistical analysis into materials suitable for media, policy makers and the general public.
- Worked with reporters to answer questions on methodology and findings; media trained lead researcher for print and broadcast interviews.

- Developed executive summary for a complex study of credit card use among college students and other young adults conducted by Professor Michael Staten of Georgetown University, who used industry blinded data from more than 300,000 credit card accounts; drafted press release and pitched findings to the media.

Research and Communications Assistant,

- Assisted executive and deputy directors with the research, writing, editing, production and distribution of Coalition publications on nuclear proliferation issues, including national missile defense and the Comprehensive Test Ban Treaty.
- Organized meetings of the Coalition's 17 member organizations, drafted agendas and summarized proceedings.
- Staffed coalition events and maintained Web site and database

Administrative Assistant (part-time),

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EDUCATION

- Bachelors degree with majors in Political Science from with 3.1 out of 4 GPA in May 2003.
- Some College Coursework from with 4 out of 4 GPA in Jun 2002.

TRAININGS

- "Creativity 201," December 8, 2009.

- "Strategic Thinking," July 16, 2009.
- "Twitter Strategies," March 10, 2009.
- "Summer of Social Media: Facebook and MySpace," August 13, 2008.
- "Creativity 101," July 22, 2008.
- "Writing Workshop 2: Press Releases for Media & Proposals," September 20, 2005.
- "Writing Workshop 1: Grammar and Punctuation Basics," August 23, 2005.
- "Integrating Blogs and Really Simple Syndication into PR Campaigns," June 24, 2005.

AWARDS

- 2009 PR News Corporate Social Responsibility Award for Human Rights Communications, Honorable Mention for Sudan Now.
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Languages Known: French and English

References and Verifying Documentation Furnished upon Request