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CREATIVE MARKETING COMMUNICATIONS PROFESSIONAL

Twenty years of increasingly complex and versatile communications experience with expertise in medical, health & wellness, mental health, biotech, consumer goods, and publishing arenas. Direct client and contracted agency work.

Adept at creating comprehensive media/communications strategies, change communications, internal and external communications, project/publications/vendor management, C-level speechwriting and PowerPoint presentations, email campaigns, SEO-driven Web content, corporate communications, social media, and print/broadcast advertising.

Expertise in AP and AMA writing-style and citations. Cision, Meltwater News, HomeSite, CMS-based data management, file-sharing software, Mobile app graphic design, HTML, Photoshop, Adobe Audition, iContact.

FREE LANCE SEO AND MARKETING COPYWRITING, FEBRUARY 2013-PRESENT

- Medical Publishing: Write promotional back cover marketing copy and press releases for medical textbooks and peer-reviewed journals for prominent international medical publisher.
- SEO Copywriting and Editing: Write and edit SEO-driven Web pages and blogs for a wide array of clients through top California agency. Companies range from biotech to IT solutions to mental health/addictions.
- Branding and PR Consulting: Identified and implemented PR strategies that raised the public profile of prestigious Chicago not-for-profit founded in 1932, including Board and event press releases and speechwriting.
- Project Management: Produced newsletters for a home healthcare company, created corporate wellness presentation for an integrative medical practice, wrote SEO-driven Web content for a best-in-class destination medical center in the Caribbean, wrote dentist and physician website copy, and book chapter on vitiligo.

DR. JEFFREY THOMAS STROKE SHIELD FOUNDATION, MARCH 2012-JANUARY 2013

Free Lance PR/Social Media Director

- Launched and branded SSF through creative PR targeted to diverse audiences including the media, patients, clinicians, related organizations, potential donors, biotechnology, and high-tech companies.
- Orchestrated social media initiatives including Twitter and Facebook creation/maintenance and designing custom graphics. Successfully connected with Stroke community through 4,590 tweets, garnering 700 followers in 9 months.
- Published bylined feature articles on stroke and atrial fibrillation in major senior living magazine.

AMERICAN ASSOCIATION OF NEUROLOGICAL SURGEONS, NOVEMBER 2004-JUNE 2011

Director of Communications

Change Communications

- As part of the iPod touch team, served as lead spokesperson on the integrated internal marketing and external media campaigns associated with the scientific meeting in Philadelphia. Co-edited internal marketing pieces, managed iPod messaging on site, produced clinical podcast interviews, designed ads, and launched award-winning media campaign.

Corporate Communications

- Edited 150-200 promotional and issue-focused member e-newsletters and e-blasts per year.
- Wrote and oversaw production of highly effective, visually attractive annual reports that served as a testimony of fiscal year accomplishments for corporate donors and members.
- Supported President and Board through customized scripts, speeches, position statements, PowerPoint, and podcasts.
- Managed annual communications budget of \$500,000 and consistently implemented cost-saving measures, coming in under budget every fiscal year.

Web Content Management

- Part of four-person Web team that developed SEO-driven content strategies and spearheaded redesign of website. Rebranded/revamped entire patient/public site: researched and wrote patient education materials, including 65 in-

depth articles and related fact sheets, resulting in higher Google ratings, multiple top-10, page-one search returns, and several number-one, page-one search returns.

- Analyzed national databases, performing complex research, incorporating statistics and epidemiology into lay language for patient topics and highly successful national disease and injury prevention campaigns.

Media Relations

- Produced highly effective PR campaigns, generating top-tier media coverage in national and international outlets. Achieved career milestone with 5.5 billion media impressions in 2010.
- Created and implemented major media campaign around weeklong annual scientific meeting, working directly with researchers/authors on clinical and pre-clinical abstracts; increasing media coverage by nearly 220 percent.
- Wrote press releases and led effective pitching; highlights including the groundbreaking Journal of Neurosurgery release on ice hockey concussions which generated the highest circulation for a single release in the history of the AANS with more than 500 million media impressions.
- Increased visibility of association through targeted spokespersons placement, making it the go-to organization for the media, public, and practice management sector. Developed spokespersons network and media training programs.

PREVENT BLINDNESS AMERICA, MAY 2001-NOVEMBER 2004

Director of Media Relations

Change Communications

- Developed media tracking system and template PR campaign materials that improved affiliate/chapter involvement.
- Implemented and created quarterly corporate newsletter to boost affiliate/chapter morale.

Media Relations

- Worked in conjunction with Burson-Marsteller and several major pharmaceutical companies on high profile national age-related eye disease study and symposium that generated major national media coverage.
- Wrote multiple op-eds on eye injury prevention published in USA Today, The New York Times, Crain's Chicago Business, and the Chicago Sun-Times.
- Produced highly effective media campaigns and collateral materials in support of 13 annual vision awareness month observances, collaborating with biotech companies on select campaigns.

Project Management

- Analyzed national databases, performing complex research, incorporating statistics and epidemiology into patient-friendly fact sheets to support information & referral center.
- Spearheaded successful national six-city age-related macular degeneration patient education tour, including coordination and supervision of contracted PR services provided by Porter Novelli.
- Wrote and secured celebrity interviews for national vision-related magazine, including Phyllis Diller, David Duchovny, Gladys Knight, Marla Runyan, Blaise Winter, and Colleen McCollough.

AARP, AUGUST 1995-MAY 2001

Communications Specialist

Publications Management

- Led and implemented the redesign of state newsletters in the course of three major transitions during six years as managing editor, supervising volunteer writers, and handling all print and vendor coordination.
- Increased effectiveness of advocacy initiatives through creatively designed print ads, brochures and collateral.
- Scripted and coordinated issue- and event-focused public service announcements and paid and free radio placements.

Media Relations

- Effected positive outcomes and results on advocacy, legislative and consumer issues for five Midwest states.
- Wrote letter to the editor campaign in South Dakota that helped defeat potentially devastating legislation.
- Collaborated on cross-country Medicare reform tour that generated impressive national media coverage.
- Worked on anti-telemarketing fraud campaign and press conference that positively influenced legislation.

EDUCATION

BFA, the Rhode Island School of Design, Providence, Rhode Island