

media

- Mac & PC literate
- Analytics & AdWords proficient
- Adobe CS5 basic: Illustrator, Photoshop, InDesign & Dreamweaver
- Basic Sharepoint & CMS systems
- Basic HTML & CSS
- Social Media
- Microsoft Office Suite
- Quark 6.5
- Quickbooks

editorial experience

- *West End Word* | Film Critic 12/04-05/10 & Feature Writer 12/04-01/06
- *Sauce Magazine* | Columnist, 02/05-12/05 & Feature Writer, 09/03-02/06
- *Marquis Newspaper* | Feature Writer, 03/05-03/06
- *Vox Magazine* | Theater & Arts Editor, spring 2002
- Health & Science and Feature Writer *Columbia Missourian*, fall 2001
- Features | *St. Louis Homes & Lifestyles*, summer 2000
- Features | *Where St. Louis*, fall 1998

communications

- Public speaking
- 175+ published articles
- Conversational French
- Basic Spanish
- Graduate Teaching Assistant, 2001-02

international studies

- Thesis: May 2003 | Belfast Print Media: An Ideological Criticism of Northern Ireland Peace Process Coverage
- Independent Study: Paris, France Spring 2003
- U.S. FIPSE Ecosystem Management in Cultural Landscape Course in Germany and Spain and Internship in Lisbon, Portugal, summer 2002
- Institute for American Universities in Aix-en-Provence, France, summer 1997

volunteer

- ECM Advisory Board, 03/11
- ECM Board Member, 02/08-02/11
Co-Chair annual fundraiser 2009 gala with highest grossing funds to date
- SCOSaG: Board Member, 09/09-09/10
Wall Ball Committee, 2007-09
- DSCC Marketing Volunteer, 2008
- BUILD St. Louis Volunteer, 11/04-09/06

references available upon request

professional statement

I strive to develop my leadership skills in a managerial role that provides the opportunity to better merge my public relations and copywriting talents with my passion for developing and implementing strategic marketing campaigns.

professional experience

Communications Specialist, SSM St. Mary's Health Center 03/10-present

SSM Health Care-St. Louis, Neil Kiesel, ssmhealth.com/stmarys

- Manage newsletters: monthly CenterStat & Physicians' Update, weekly eConnect
- Strategic part of SSM St. Mary's 2011 Marketing Planning team
- Wrote and researched content for new ssmhealth.com/stmarys website and continue to manage while working on the internal medicine residency website
- Helped drive publicity values for SSM St. Mary's from sixth in the network in 2009 (\$105k value) to third in the network (\$262k value) in 2010
- Part of two-person team leading hospital-wide public relations, crisis communications and media training
- Assist hospital departments with communication and design projects
- Develop presentations for hospital president
- SSM University instructor for Communications and Managers course
- Part of system-wide Intranet Project Committee, fall 2010
- Lead on SSM St. Mary's Intranet "cleanup" project
- Member of Mission Awareness Team and multiple event committees

Communications Strategist, 06/09-03/10

Marketicity, Scott Rodemich, marketicity.blogspot.com

- Public relations manager, copywriter and graphics layout assistant
- Social media, news blog and AdWords manager for clients and Marketicity
- Strategic marketing consultant, media buyer and proposal writer
- SEO copywriter and Web consultant

Communications Director and Co-Owner, 01/06-05/09

321 Marketing, www.321stl.com

- Public relations manager that yielded national publicity with the *LA Times*, *Better Homes & Gardens*, *Real Simple*, *Time Out New York* and more
- Conducted Online Market Research Survey with 6% actionable response rate, utilizing client newsletter database with regular 25%-35% monthly open rates
- Project manager, market researcher and co-writer on a business plan for a proposed \$20 million, international-tier art center in Downtown St. Louis
- Website consultant, Online copywriter and social media manager
- Managed client and company's strategic communications, including ad copy, brand stories, taglines, product naming, mission statements, b2b and b2c
- Strategic marketing consultant, media buyer and advertising coordinator
- Hired and managed independent freelancers, interns and consultants
- Prospected and pitched clients, including bid proposals and negotiations
- Originated, strategized and coordinated branding and identity campaigns
- Managed company budgets, billing, payroll and accounting
- Event origination and promotion, including a Fashion Show picked up by Saint Louis Fashion Week

Copywriter and Account Executive, 12/04-01/06

Weintraub Advertising, Larry and Rob Weintraub, 314.721.5050

Managing Editor, 01/04-11/04

Mid Rivers Newsmagazine (circ. 57,000), O'Fallon, MO

education

MBA | Webster University, in progress

MA Journalism: Magazine Sequence | University of Missouri - Columbia, 05/03

BA French | BA Literature and Language: Writing | Webster University, 05/98

linkedin.com/in/staceyrynders