

design, web & social skills

- Adobe CS6: Illustrator, Photoshop, InDesign & Dreamweaver
- Social Media: Facebook, Twitter, YouTube, FourSquare, LinkedIn, Tumblr, Instagram
- Google+ business pages
- Google Analytics & Adobe Catalyst
- SEO
- SEM, Google AdWords & PPC campaigns
- CMS platforms: Sharepoint 2013, Adobe Catalyst, Drupal & WordPress
- HTML & CSS
- Microsoft Office: Excel, Powerpoint, Word
- Quickbooks

honors

- Missouri Association of Public Relations and Healthcare Marketing Show-Me Excellence Award (2014)
- SSM Health Care 2011-12 Emerging Leader

more 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
- *St. Louis Homes & Lifestyles* | Freelance, Summer 2000
- *Where St. Louis* | Feature Writer, Fall 1998

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

professional statement

I am a proven self-starter and multi-channel communicator seeking 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

SSM Health | Digital Communications Consultant, 11/13-present

- Manage website development projects for hospitals and service-lines, such as cancer or heart care
- Provide web-based/digital support for marketing and communications
- Develop and implement web-based marketing, pay-per-click (PPC) and search-engine marketing (SEM) strategies
- Write search-engine optimized (SEO) copy and meta data for websites
- Develop websites for optimal SEO and marketing strategy effectiveness
- Develop website site maps and wire frames
- Liaison between IT department, marketing and regional leaders

SSM Health (formerly SSM Health Care) is a AA- rated, \$5 billion Catholic, not-for-profit health-care system based in St. Louis, Missouri, that owns and operates 19 hospitals, two long-term care facilities, a home care company, a health plan, a pharmacy benefits management company & physician practices in four Midwestern states. SSM Health Care is one of the nation's largest integrated delivery networks with more than 29,500 employees, 7,000 physicians and 2,400 volunteers. ssmhc.com

SSM Health | Corporate Communications Manager, 06/12-10/13

- Wrote system-wide internal communications, talking points, presentations and video scripts for the CEO and other C-suite executives
- Produced and wrote script for award-winning physician video communication as well as video presentations for the CEO
- Consulted and wrote public relations and crisis communications for regional hospitals and for corporate office
- Managed development and writing of annual Community Benefit report
- Wrote entity's Citation of Merit-winning application for the 2012 American Hospital Association's McKesson Quest for Quality honor

SSM Health Care-St. Louis | Communications Specialist, 03/10-06/12

- Oversaw hospital-wide public relations, crisis communications and media training as part of a 525-bed hospital's two-person communications team
- Increased publicity values from \$105k value (2009) to \$262k value (2010)
- Strategic member of SSM St. Mary's Health Center Marketing Planning Team
- Managed, wrote and strategized content for ssmhealth.com/stmarys website
- Led hospital-wide and departmental internal communications efforts
- Developed presentations for hospital president
- Coordinated and managed hospital's 2012 community open house event
- Managed employee, physician and professional community newsletters

The HomePort Collections | Independent Copywriter & Editor, 2006-present

- Write all product copy for bi-annual product catalogs
- Develop product names and story lines for product collections
- Feature writer for special in-catalog magazine, PORTAL (2012-2014)

The HomePort Collections is a national wholesale company that develops home décor items for boutique and national retailers, such as Anthropologie and West Elm. THPC products regularly appear in editorial spreads for national fashion and interior magazines. thpc.us

other skills & experience

- Public speaking
- Missouri Association of Public Relations and Healthcare Marketing panelist 2014
- SSM Health Care "University" instructor
- 175+ published articles
- Conversational French
- Basic Spanish
- Graduate Teaching Assistant, 2001-02

volunteer work

- Episcopal City Mission Advisory Board, 3/11
- Episcopal City Mission Board Member, 02/08-02/11
 - Co-Chaired annual fundraiser gala, 2009
- Gateway Pet Guardians foster, 2010
- SCOSaG: Board Member, 09/09-09/10
 - Wall Ball Committee, 2007-09
- Dutchtown South Community Corporation Marketing Volunteer, 2008
- BUILD St. Louis Volunteer, 11/04-09/06

Marketicity | Communications Strategist, 06/09-03/10

- Public relations manager, copywriter and graphics coordinator
- Developed and managed client social media, blog and AdWords campaigns
- Strategic marketing consultant and media buyer
- Wrote new client proposals
- SEO copywriter and website consultant

321 Marketing | Communications Director and Owner, 01/06-05/09

- Managed public relations campaigns that yielded publicity with the *LA Times*, *Better Homes & Gardens*, *Real Simple* and *Time Out New York*
- Conducted online market-research survey with 6% actionable response rate, utilizing client e-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 duties
- Event origination and promotion, including a fashion show picked up by Saint Louis Fashion Week

Weintraub Advertising | Copywriter and Account Executive, 12/04-01/06

- Co-developed brand story and initial product collateral for Resista Carpets
- Wrote executive speeches, ad copy, press releases and direct mail
- Assisted with quarterly convention presentations for Flooring America
- Account Executive for Trio Restaurant in Roanoke, Virginia
- Edited and developed product copy for annual Lighting One catalog, the agency's largest client at the time

Mid Rivers Newsmagazine | Managing Editor, 01/04-11/04

- First managing editor
- Built community sources and introduced St. Charles County to publication
- Hired, led and edited freelance writers within budget mandates
- Reported on community and state, county and five municipal governments
- Originated, wrote and edited cover stories, features and news articles

education

MBA, in progress

University of Missouri - St. Louis

MA Journalism: Magazine Sequence, 01/01-05/03

University of Missouri - Columbia

BA French, 05/98

BA Literature and Language: Writing as a Profession, 05/98

Webster University