

DIRECTOR OF PUBLIC RELATIONS

Executive Profile

Centene MARCOM resources and Development, promotion and personnel across Centene Health Plans implementation of statewide initiatives and Specialty Companies for various organizations Design and Printing Oversight: Design, Community Relations Expertise, review and revise collateral materials for including outreach event management, various organizations and audiences, healthcare education programming and ensure appropriateness of content, implementation for various organizations readability and translation Represented organizations to the public Artwork Management and served as point of contact Collateral design using Adobe Suite or Developed relationships with area work with external graphic design/print businesses to support community vendors events, educational programs and fund- Budget Oversight and Compliance raises Promotional Products Management Resourceful team member who excels Research Management at building trustful relationships with Business plan development members, colleagues, external Compose news releases, fact sheets, organizations, and key audiences letters to a variety of audiences, including Healthcare background as registered key influencers nurse with experience in SNF, assisted Social Media Planning and living and adult day programs Implementation using Centene guidelines E-newsletter design/distribution MBA DANIEL WEBSTER COLLEGE Organizational Management Nashua, NH

Core Accomplishments

- Member: Business Networking International (BNI), Rotary International, Chambers of
- Commerce and Business Associations
- Courses: Corporate Compliance and Ethics, Customer Relations, Basic
- Communication and Conflict Management Skills, Confidentiality and HIPPA
- Emergency Preparedness, Crisis Management, Maximize Customer Service and
- Initiate Quality Improvements

Professional Experience

01/2003 - 01/2008

Company Name 1/4 City, State Director of Public Relations "Success Stories" about individuals benefiting from LifeShare programs â€ used in business development and posted on social media; collaborate with each LifeShare office and key partners to meet marketing needs; oversight of marketing department and conference budgets; promote exchange of information across states; prepare, coordinate, and schedule tasks and deadlines to accomplish long and short-term strategic objectives. DANIEL WEBSTER COLLEGE, Nashua, NH Director of Public Relations, 2003âˆ™2008 College spokesperson and liaison to media; ensured major publications and communications properly supported strategic efforts essential to augmenting college's competitive position and long-term strength.

01/2000 - 01/2003

Company Name 1/4 City, State Director of Communications Partnered with internal clients to implement solutions to significantly improve communication strategies and messages; planned and managed communication vehicles to promote and drive organization's priorities.

01/1996 - 01/2000

Company Name 1/4 City, State Director of Public Relations and Publications Directed and developed alumni magazine, annual report, newsletters, invitations, fund raising, marketing materials, course descriptions, and other print collateral; creatively and pro-actively sought ways to celebrate school programs and achievements of community members using all communication channels; developed successful relationships with and provided related content for external media/press.

01/1990 - 01/1997

Company Name 1/4 City, State Journalist Reported on the political and community news for four towns and two school boards; developed and wrote own stories for "Lifestyle" section; wrote more than 1,200 by-lined articles to thoroughly cover issues, events, and activities of towns; recognized by NH Press Association for writing.

01/2008 - 01/2010

Company Name 1/4 City, State Administrator PROFESSIONAL Managed and oversaw 24-hour operations; conducted program under regulatory

01/2011 - 01/2014

Company Name 1/4 City, State Registered Nurse Provided marketing solutions for B2B sales organization, including sales management, marketing, presentations, and social media. Worked with individuals from all levels of organizations in developing their brand and offering solutions to their challenges through promotional products campaigns. 2006-2008 Oversaw day-to-day operations, including staff supervision, communication with referral sources, intakes, and required documentation; health assessments, medication administration, and continuous health and wellness observations. OTHER Volunteer: American Red Cross, Easter Seals NH

Education

TEMPLE UNIVERSITY 1/4 City, State, US BA : Journalism BA TEMPLE UNIVERSITY Journalism Philadelphia, PA
FITCHBURG STATE COLLEGE 1/4 City, State, US BS : Nursing BS FITCHBURG STATE COLLEGE Nursing Fitchburg, MA
Accreditation in Public Relations MARKETING AND LIFESHARE/CENTENE, Manchester, NH Marketing. 2014 âˆ™present
COMMUNICATIONS Provide communications and marketing solutions to meet annual and strategic goals.

Certifications

RN Registered Nurse American Red Cross 2006-2008

Affiliations

Press Association for writing

Presentations

marketing, presentations, and social media

Skills

Marketing, Public Relations, Business Development, Solutions, Budgets, Exchange, Liaison, Marketing Department, Operations, B2b, B2b Sales, Including Sales, Promotional, Sales, Sales Management, Sales Organization, Securities, Clients, American Red Cross, Documentation, Health And

Wellness, Red Cross, Registered Nurse, And Marketing, Budget, Business Plan, Community Relations, Conflict Management, Crisis Management, Customer Relations, Customer Service, Educational Programs, Emergency Preparedness, Fact, Fact Erp, Graphic Design, Healthcare, Hipaa, Marcom, Mba, Media Planning, Networking, Printing, Product Management, Receptionist, Retail Sales, Rn