

CHRISTINA PALSKEY

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EXPERIENCE

DIGITAL MARKETING AND COMMUNICATIONS MANAGER; DELAWARE VALLEY PEDIATRIC ASSOCIATES, LAWRENCEVILLE, NEW JERSEY — 2002-PRESENT

- Production and maintenance of website for a large (10,000+ patients) pediatric practice, including webs design and content creation (www.delvalpeds.com)
- Establish, manage, and grow social media presence to both promote the practice as well as interact and maintain positive communication with existing and prospective patient families
- Design and implement graphic advertising campaigns across social media targeted to reach potential patients and expecting families
- Generate and implement email campaigns to communicate to patients regarding information about upcoming events and news that might be of interest to patient families
- Devise promotional strategies for practice events on platforms such as EventBrite
- Manage the transition from paper records to an electronic health records system.

PINDAR SET; GRAPHIC DIGITIZER; KING OF PRUSSIA, PENNSYLVANIA — 2001-2002

- Design and edit print advertisements for the the directory marketing services industry
- Work with other graphic digitizers and designers to meet deadlines for publication and approval from remote offices in Bangalore, India.

EDUCATION

PENNSYLVANIA STATE UNIVERSITY, UNIVERSITY PARK, PENNSYLVANIA — COMMUNICATIONS, 2001

COMMUNITY PRESENCE AND VOLUNTEER HISTORY

PTO PRESIDENT; NEWTOWN MIDDLE SCHOOL, NEWTOWN, PENNSYLVANIA — 2020-PRESENT

- Organize events and fundraisers to benefit students, staff, and curriculum opportunities

FOUNDER AND PRESIDENT, COMMUNITY IMMUNITY PA - 2013-PRESENT

- Founded and organized a grassroots campaign in response to the 2013 measles outbreak in California

PTO SECRETARY; NEWTOWN ELEMENTARY SCHOOL, NEWTOWN, PENNSYLVANIA — 2021-2022

- Designed and published website communication objective and purpose of the PTO, including upcoming fundraisers and events for the school community.

BOARD MEMBER, PENNSYLVANIA IMMUNIZATION COALITION (PAIC) — 2013-2017

- Advocated for increased public education about childhood immunization schedules and the safety and importance of vaccines for children and adults
- Worked with medical professionals to create messaging strategies to educate underserved populations about the safety and efficacy of immunizations
- Met with and worked alongside state legislators to eliminate various vaccine exemptions and increase the immunization rate within the Commonwealth of Pennsylvania

SKILLS

- Marketing Communications
- Social Media Digital Marketing
- Consistent Brand Messaging
- Digital Communications · Social Media Trend Analysis
- Audience Engagement
- Newsletter Creation
- Website Updates
- Website Graphics
- Social Media Content Creation ·
- Social Media Networking
- Microsoft Office
- Social Media Monitoring
- Customer Demographics
- Marketing Strategy Management
- Adobe Systems Adobe Creative Suite
- Creative Design
- Facebook and Twitter
- Social Media Content Creation ·
- Social Media Networking
- Digital Media Strategy
- Microsoft Office