

EXECUTIVE SUMMARY

Communications professional with long-term, broad experience in storytelling, strategic communication planning, innovative content development, stakeholder engagement, media relations, and brand enhancement. A versatile communicator recognized for creativity, curiosity, adaptability, positive collaboration, and a proven ability to shape and humanize perceptions while building trust among colleagues and managers in media relations and marketing, executives, subject matter experts, and earned media, ultimately driving positive outcomes.

PROFESSIONAL EXPERIENCE

Northwell Health | New Hyde Park, NY

Public Relations Advisor, March 2021 – Present

- Utilize editorial judgment, writing expertise, and editing skills to collaborate on content planning, strategy, and campaigns that highlight and develop health system thought leadership and knowledge
- Build on marketing initiatives by creating and consulting on industry- and customer-facing content that enhances the health system's regional, national, and global reputation
- Develop strategic editorial content contributing to the annual collaborative team goal of researching, writing, editing, and pitching 50 opinion pieces published in local, regional, national, and medical publications
- Ensure that content emphasizes the health system's experience and reputation in identifying and treating medical challenges, enhancing the patient experience, providing specialized care, and boosting health equity, access to care, and health outcomes for more communities
- Collaborate with social media team, managers, and executives to ideate, schedule, create, edit, and share original LinkedIn essays and social media posts for the chief executive officer that focus on health system accomplishments, and workplace issues such as effective leadership, strategic listening, emotional intelligence, the development of a cohesive employee culture, and employee and patient advocacy and initiatives while highlighting the health system's prominence in the healthcare industry
- Partner with media, cross-functional teams, and event partners to create comprehensive executive briefings and speeches/talking points for speaking engagements and events that promote the health system's local, regional, and national expertise, relationships, and brand
- Support the media relations team and marketing initiatives by creating content for campaigns that build on the health system's purpose and principles
- Build relationships with marketing and health system department leaders to determine a systematic approach to creating unique content that meets the needs of departments, the health system, and patients

Triumphant Communications | New York, NY

Communications Consultant (Contract), March 2017 – October 2017

- Partnered with global communications and public relations company and private insurance client's legal, public affairs, and communications team to overhaul, redevelop, and refine the communications strategy and messaging for consistency; promote and publicize community and industry events that showcase thought leadership and core company messages; and create internal, industry-and client-facing content and deliverables, including brochures, informational one-pagers, ghostwritten content, press releases, media alerts, media reports, and media distribution lists

HR Train | Bellmore, NY

Communications Consultant (Contract), July 2018 – January 2020

- Consulted for human resources company HR Train to create and manage communications strategy, including the writing, editing, and distributing of a client-facing monthly email newsletter and blog with consistent brand- and policy-based messaging that included private companies and government employees. Managed and created content and assets to support scripts for human resources training videos for diverse clients nationwide

NYU Langone Faculty Group Practice | New York, NY

Communications Consultant (Contract), October 2010 – February 2016

- Consulted and collaborated with NYU Langone Faculty Group Practice executives, practice managers, and business managers to create a comprehensive, strategic in-house communications strategy, including collaborating with an external vendor to create a branded communication that highlighted and promoted health system policies, the acquisition of new practices, and innovation and expansion in the patient experience

ADDITIONAL EXPERIENCE

Columbia University College of Physicians & Surgeons, New York, NY

Communications Specialist, March 2002 – October 2003

American Technion Society, New York, NY

Public Relations Writer/Coordinator, November 2000 – March 2000

***Brill's Content*, New York, NY**

Assistant Editor, March 2000-September 2000

***Journal Inquirer*, Manchester, CT**

Reporter, February 1999-March 2000

WSTM-TV3 Syracuse, Syracuse, NY

Associate Producer, June 1998-March 1999

SKILLS

- content creation, content management, content strategy, Microsoft Word, strategic media relations, editing, executive communications, partnerships, brand awareness, brand consistency

EDUCATION

Cornell University College of Arts and Science | Ithaca, NY

Bachelor of Arts