

Profile

Proactive communications professional with expertise creating organizational strategy and integrated brand campaigns to build and strengthen audience engagement and sustainable action. Key strengths include digital infrastructure implementation, content strategy and placement, video production, growing a social media presence, targeted fundraising campaigns, and realizing BIG ideas – from concept to completion. Awarded two consecutive Silver Aster Awards for Creative Direction of a Healthcare Magazine.

Experience

DIRECTOR OF COMMUNICATIONS Schechter Manhattan, New York, NY

2021 – present

Collaborating with Co-heads of School to develop and implement an effective communications marketing strategy for admissions and fundraising initiatives at a independent Jewish Day School in New York City.

- Developed a consolidated digital infrastructure, integrated DonorPerfect/Constant Contact, TADS/WordPress, Hootsuite social network integrations for Twitter, Facebook, Instagram, LinkedIn and YouTube, and a shared Google Drive repository for Faculty and Staff documents.
- Within the first 60 days, increased email open rate average from 48% to 82% and clickthrough rate average from 6.5% to 27%; increased overall social engagement by 200%.
- Managed public relations activities, including NBC-TV news coverage of the 107th Street Food Pan-TREE, a school-wide student-driven STEAM collaboration to address food insecurity.
- Developed a three-phase integrated digital communications plan for the 2021 Chanukah Match; animated Chanukah Match logo, a dynamic branded digital invitation for the Zimriya, and a campaign website page with a fund-o-meter; streamlined messaging and donation levels to encourage program-specific impact, surpassed the increased fundraising goal of \$210k to \$244k.

Director of Communications Open Door Family Medical Center and Foundation, Ossining, NY

2017 – 2021

Created an integrated strategic communications plan to support fundraising, events, patient outreach, public relations, and advocacy efforts for a leading Federally Qualified Health Center caring for over 60k patients annually at its six health centers and seven School-Based Health Centers throughout Westchester, Putnam and Ulster Counties.

- Developed a crisis communications plan to address the complex needs of the Covid-19 pandemic yielding over \$650k in monetary donations, \$50k gifts-in-kind (including PPE); raised community awareness about access to testing and vaccinations; promoted in-person/virtual visits; increased YouTube channel subscribers by 200%, developed a bilingual online exercise FitHub; and produced over 40 videos ranging from exercise/educational videos and community announcements to animated explainers and a [“behind-the-scenes” spot featuring front line staff and partnership with Feeding Westchester.](#)
- Strengthened fundraising efforts and elevated message consistency: developed a 40-page brand style guide; produced/directed promotional spots and an outcomes-focused institutional video; created a secure online fundraising tool kit for board members; designed a full-suite of fundraising and patient marketing collateral; and fine-tuned branding for signature events.
- Expanded patient acquisition/retention efforts: redesigned general patient brochure, scaled marketing templates across locations, spearheaded e-marketing functionality; produced a series of patient portal tutorial videos; and developed an online learning hub.
- Created and implemented an innovative editorial content strategy: instituted a new content management platform; repurposed existing brand content for social media and waiting room screen touchpoints, developed a website blog space for owned media (doubled annual website traffic metrics), initiated launch of “Door to Door” monthly e-newsletter (increased open rates by 8%); expanded social footprint beyond Facebook to include LinkedIn, YouTube, Twitter, Instagram; and tripled earned media coverage to include local, regional and national press.
- Generated monthly reports to operational and foundation boards and led social media use trainings for board members.
- Led several co-branded initiatives: Goldman Sachs Institutional Client Symposium Video; Mind, Body Spirit Ossining—a summer wellness program with the Town of Ossining; and Healthy Spaces collaboration with MVP Health—a permanent educational art installation that transformed the look and feel of Open Door’s service sites.
- Directed consultants and use of vendors, managed communications coordinator and mentored seven seasonal interns.

ASSISTANT DIRECTOR, MARKETING & COMMUNICATIONS
SBH Health System, Bronx, NY

2011 – 2017

Developed and implemented integrated communications marketing and public relations campaigns to improve patient satisfaction and increase the visibility of a safety net hospital system in the Bronx; managed three direct reports and created annual mentorship program, with 2-3 interns participating annually.

- Led the first team in America to implement Workplace by Facebook, a state-of-the-art internal communications system, in a health care setting; created department logic model to evaluate effectiveness and engagement.
- Directed the development and production of all internal and external materials across print, web, social, television and digital media platforms; produced, scripted, and filmed videos.
- Initiated hospital's social media presence using integrated blog content marketing strategy. Increased website page views by 12%.
- Expanded department's production of print and digital collateral, and improved brand style guidelines and fidelity.
- Promoted twice from graphic and web designer to creative services manager, and then to assistant director. Currently on retainer as a consultant.

COMMUNICATIONS MARKETING CONSULTANT
Mimio, New York City/Westchester County

2008 – present

Owner of a full-service creative services and public relations agency committed to inspiring originality and empowering authentic human connection.

- Clients include Landmark Worldwide, Andover Communications, Mint Events & Productions, CancerCare, Union Community Health Center, All 4 One Alliance, Mont Blanc 52 Restaurant, Legal Information for Families Today (LIFT).

Early Career Experience

GRAPHIC DESIGNER
Gentiva Home Healthcare, Melville, NY

2006 – 2008

Developed corporate identity collateral for the leading home healthcare holding company in America and its subsidiaries; led creative for high-profile projects including a national recruitment campaign for home health nurses and therapists, the annual report, and shareholder meetings; provided art direction for ad campaigns and executive photo shoots; Assisted with company acquisition transition and move of headquarters to Atlanta.

GRAPHIC AND WEB DESIGNER
Girl Scout Council of Greater New York, NY

2005 – 2006

Supported the aim of the Girl Scouting mission while fostering day-to-day project needs; developed several new publications including a tri-annual troop leader magazine and a Junior Girl Scout empowerment program; Improved graphic standards and raised organizational profile through development of new web site; instructed a pre-college Girl Scout Scholars Program class at Barnard College.

SCENIC DESIGNER, New York, NY

2001 – 2004

Collaborated with accomplished directors to develop the aesthetics of the scenery for new plays and musicals; notable clients included Labyrinth Theatre Company, Manhattan Theatre Club, Second Stage Theatre, Pulitzer Prize recipient John Patrick Shanley and Oscar Award Winner Philip Seymour Hoffman.

ASSISTANT SCENIC DESIGNER, New York, NY

1995 – 2001

Studio/on-location assistant for commercials, film, television, regional, Broadway and Off-Broadway shows; mentored by Narelle Sissons, Christine Jones, Michael Vaughn Sims, and Tony Award Winner Tony Walton.

Education

Master of Public Relations, Iona College,
(Awarded Academic Medal for Public Relations, 4.0 GPA)

2017

Associate Degree, Visual Communications, Gibbs College of NY
(Summa Cum Laude, 4.0 GPA),

2005

Bachelor of Science, Theatre, State University College at Brockport
(Magna Cum Laude, 3.56 GPA)

1995