**CRYSTAL SIDES**

**2336 MORNINGBROOK DR**

**BATON ROUGE, LA 70816**

**(225) 278-1447**

**EMAIL: CRYSTAL.SIDES@YAHOO.COM**

EDUCATION

**Our Lady of the Lake College** **Baton Rouge, LA**

*Associate in Nursing* January 2008 to December 2010

**Southeastern Louisiana University** **Hammond, LA**

*Master of Business Administration,* August 2004 to December 2005

*Marketing emphasis*

**Southeastern Louisiana University** **Hammond, LA**

*Bachelor of Arts, Marketing* August 2000 to August 2004

*Cum Laude*

EXPERIENCE

**Blue Cross & Blue Shield of Louisiana** **Baton Rouge, LA**

*Clinical Health Consultant, RN* June 2013 to Present

* Works in conjunction with Marketing and Clinical Solutions on the development and execution of effective strategies to translate value-based care delivery to companies to enable their support and participation and to lead relevant communication efforts with accounts.
* Supports corporate communications/strategic communications offices in the design of effective messaging for other external stakeholders.
* Design and implement training programs to increase awareness of and appreciation for value-based care and ensure this knowledge is leveraged in sales and retention efforts.
* Works with Health Informatics to enable clinical reporting and marketing efforts through a combination of dashboards, self-service capabilities, and custom reporting.
* Leads consumer and community engagement efforts to educate stakeholders about the concept of value-based care and the need for healthcare system redesign, including shared-decision making, transparency efforts, and campaigns that educate consumers about health and wellness.
* Works closely with the Associate Chief Medical Officer and Medical Director for Quality and Safety, translating clinical quality and cost data into marketing strategies that reward provider systems that achieve high levels of quality and value based care.
* Responsible for building relationships with internal and external key stakeholders. Collaborates with the leadership team to plan, develop, implement and evaluate business plan strategies. Support internally-focused initiatives to disseminate information and knowledge related to value-based care across the organization.

**Blue Cross & Blue Shield of Louisiana** **Baton Rouge, LA**

*Community Relations*  January 2013 to June 2013

* Assisted with planning of all Community Relations, Blue Cross and Blue Shield of Louisiana Foundation, and other departmental events as needed to ensure well-organized events.
* Supported all BCBSLAF and Community Relations staff members to ensure departmental productivity and timely execution of goals and deadlines.
* Distributed promotional materials; prepared various letters, brochures, presentations, and reports to aide in communicating to our supporters and to fulfill the Foundation’s mission.

**Professional Weight Loss Clinic** **Baton Rouge, LA**

*Office Coordinator* July 2008 to June 2010

* Completed personal health histories.
* Evaluated patients’ ability to participate in the program.
* Reviewed all nutritional information with patient.
* Aided in taking weight and blood pressures of patients.
* Created and maintained new patient advertising mail outs.
* Developed customer specific weight training materials and documentation.
* Assisted with all client interactions.

**Girl Scouts - Audubon Council** **Baton Rouge, LA**

*Director, Organizational Enhancement* January 2006 to January 2008

*Communications & Development Specialist*

*Communications Coordinator*

* Coordinated fundraising events that increased in sponsorships, attendance, and donations over previous years.
* Supervised teams responsible for managing donor database and writing grant proposals.
* Managed $205,364 in awards from public and private foundations.
* Developed a new brand image for Council by redesigning internal and external communication documents.
* Collaborated with graphic team to design new website to reinforce brand image and increase website usability.
* Increased community awareness through public speaking events, press releases, and promotional signage.
* Created and maintained five internal and external publications on a weekly, monthly and annual basis.
* Maintained and updated user friendly company website providing links to relevant information and forms.
* Assisted with the coordination of fundraisers, data base information, and external communications.

HONORS

Nursing Honor Society 2010

Academic Excellence and Leadership Award 2005

Most Distinguished Marketing Graduate Award 2005

Gamma Beta Phi Society, Honor and Service Organization 2002 to 2004

LICENSURE

Registered Nurse in Louisiana, since 2011

CERTIFICATIONS

GE Green Belt Certification – anticipated completion October 2015