**Kathryn K. Scribner**

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503-961-4330

**SKILLS SUMMARY**

Accomplished and results-oriented marketing/communication professional with over 18 years of experience in a wide range of industries and business sectors. Professional skills include the following:

* Researching and preparing marketing and communication plans and creating communication strategy
* Conceptualizing creative strategy including research, preparation of creative briefs, and management of design process
* Writing/editing for all media (advertisements, web/social/SEM, newsletters, brochures, direct mail, trade show materials, training materials) in wide range of industries including high-tech, healthcare, retail, and agency (B2B and B2C)
* Facilitating and managing marketing and communication projects including planning, budget, execution and measurement phases within large, complex organizations with numerous stakeholders

**EDUCATION**

* **Tufts University, Medford, MA**

B.A. English, minor in Communications

* **Willamette University, Portland, OR**

MBA for Professionals Program (in process)

**EXPERIENCE**

**Principal, Scribner Writing, Inc. (2010 to Present)**

Projects and contracts include:

* **Thug Interactive Agency, Portland, OR**

Provide project management and creative strategy support for this high-techagency that specializes in research and development of next-generation high-tech products and prototypes. Clients include Intel, HP, Nike, Microsoft, and others.

* **Nike, Beaverton, OR**

Provided interim support as Senior Retail Global Communications Manager. As part of Transition Management team, supported creation and execution of communications plans for projects including NA Workforce Management, and new GB2 point-of-sale system launch in Nike Retail, Greater China. Developed and tracked overarching audience messaging for international audiences

**Legacy Health System, Portland, OR (2008 to 2010)**

Marketing Manager, The Children’s Hospital at Legacy Emanuel, and Emanuel Medical Center.

Responsible for all marketing and communication activities forChildren’s and Emanuel**,** facilitating matrix teams in planning and implementing overall strategic marketing plans and individual marketing campaigns to support new Legacy branding, and measurably increase patient visits and physician referrals.

Accomplishments include:

* Driving collaboration with physicians, marketing and administration leadership to create and approve messaging for all Children’s Hospital marketing publications and collateral
* Working with executive-level stakeholders to identify, evaluate and prioritize programs and practices regarding operational readiness for marketing activities, and recommend appropriate actions, objectives, and ROI measure
* Collaborating on award-winning “Accidents Happen” multimedia advertising campaign that contributed to 20% increase in consumer awareness of Children’s Hospital Emergency Department in Portland Metro Area (PMA)

**OHSU Health Care, Portland, OR (2005 – 2007)**

Marketing Manager, OHSU Hospitals and Clinics

Responsible for all marketing and communication activities for OHSU Hospitals and Clinics, created 12-month marketing plans for service lines including OHSU Cancer Institute, Neurosciences, Digestive Health Center, and The Breast Center at OHSU.

Accomplishments include:

* Rebranding of OHSU during period of enormous expansion, and application of consistent brand messaging across all H&C marketing materials
* Creating multimedia ad campaign for Digestive Health Services that resulted in a 300% increase in screening appointments for colon cancer detection
* Increased preference for OHSU H&C services among employees and PMA consumers through successfully managing various ad agencies, contractors and internal resources to create and deliver marketing materials

**Intel Corporation, Hillsboro, OR (1999 – 2004)** Marketing Communications Manager/Project Manager

Created and executed comprehensive marketing communication plans to support Enterprise Server Group, Intel Inside® Program, and Intel Architecture Marketing Group.

* Identified resources, set timelines and allocated budget necessary for driving projects to completion on time
* Managed dramatic redesign of Intel Inside Program® Ad Creation guides used worldwide in Co-op Marketing Program
* Supported diverse stakeholders across geographic and functional boundaries
* Worked with Legal, Engineering and Technical Product Marketing teams to create, prioritize, and vet extensive content for Intel.com Web sites
* Directed agencies and vendors in creating case studies, success stories, data sheets, videos and Web content for Pentium and Itanium products

**GemStone Systems, Beaverton, OR (1996 – 1999)** Marketing Publications Manager

**Abbott Laboratories, North Chicago, IL (1992 –1994)**Writer, Creative Services Network

**MEMBERSHIP**

Member, American Marketing Association