

CHARISE M. DIPIERRO

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EDUCATION

Emerson College, Boston, MA

May 2010

(in collaboration with **Tufts University School of Medicine**)

Master of Arts in Health Communication

University of Connecticut, Storrs, CT

May 2008

Bachelor's of Science in Business Administration

Concentration in Health Care Management, 3.6 GPA

Study Abroad Experience, Spring 2006, Florence, Italy

RELEVANT EXPERIENCE

Community Health Center, Inc., Middletown, CT

June 2010 – present

Program Manager Statewide Mobile Dental Program and Community Wellness Programs – Oversee three unique programs, the Statewide Mobile Dental Program, National AmeriCorps Program, Community Wellness Programs, and serve on the organization's 18 member Senior Leadership Team.

Statewide Mobile Dental Program

- Manage all aspects of a statewide dental program that provides high quality dental care to underinsured and uninsured children in over 150 schools and community organizations throughout Connecticut
- Supervise 19 individuals on the Mobile Dental team, including 11 hygienists, 7 Care Coordinators, and 1 central biller
- Direct day to day operations of the program including service site relations, maximizing visit capacity, coordinating community outreach, applying for and maintaining grant funding, developing yearly budgets, and engaging in program expansion
- Serve as the leader of two workgroups aimed at reaching the agency's dental goals of periodontal exams and pediatric sealants

National AmeriCorps program

- Serve as the Program Coordinator for the agency's 14 member Community HealthCorps Program, a National AmeriCorps program
- Responsible for recruiting, hiring, placing and supervising all AmeriCorps members throughout the agency
- Ensure that the agency's program is in compliance with all of the National Association of Community Health Centers (NACHC) rules and regulations
- Attend monthly trainings and the annual NACHC program development institute to enhance programming

Community Wellness programs

- Oversee the agency's portfolio of Community Wellness programs including two Family Wellness Centers, Vinnie's Jump & Jive, community dance hall, and a national physical activity campaign, Recess Rocks targeted at school aged children
- Generate marketing and communications strategies designed to enhance visibility, increase attendance, and promote healthy activities in the community
- Provide planning and implementation support to the national campaign that includes TV, radio, website, and social media components

References available upon request

Melanoma Education Foundation, Peabody, MA**Nov 2009 – May 2010**

Graduate Consultant – Developed an educational intervention and clinical toolkit for primary care physicians on melanoma screenings in the primary care setting.

- Conducted primary and secondary research through individual physician interviews, literature review, environmental scan and expert interviews to provide foundation for intervention development and toolkit content
- Developed all aspects of the toolkit content including text, messaging, layout, and design
- Provided client with a comprehensive communication plan and recommendations on strategic marketing tactics

Massachusetts Department of Public Health (MDPH), Boston, MA**Sept 2009 – Jan 2010**

Social Media Intern - Developed social media and marketing strategies for the Tobacco Cessation and Prevention Program.

- Created content and monitored activity for program's Facebook page to encourage tobacco prevention in an underage audience and promote the Great American Smokeout event
- Performed market research on social media strategies for organizational promotion to develop tactics for the MDPH
- Edited and updated the program's Web site using MDPH's online web design portal

MaineHealth Clinical Integration, Portland, ME**Nov 2007 – Jan 2010**

Communications Consultant – Consulted on projects for the Cardiovascular Health, Heart Failure, and Preventive Health programs for a large health system, ranked 3rd in the Northeast for best healthcare delivery networks.

- Drafted and edited content of a new adult preventive health guide to be used on a system-wide level
- Edited content and improved layout of current Cardiovascular Health and Heart Failure program Web sites
- Wrote health articles for print newsletters for the Cardiovascular Health and Heart Failure programs
- Maintained content, recipient list, and delivery of 24 monthly e-newsletters using Constant Contact

MaineHealth Clinical Integration, Portland, ME**June 2007 – Aug 2007**

Program Coordinator Intern - Collaborated with a small team to implement and promote a pilot employee wellness program that provided information and tools to encourage behavior change for a variety of chronic conditions and health issues.

- Designed and wrote program materials, including member and community communications, and promotional collateral
- Managed enrollment and maintained correspondence for over 100 members
- Planned and marketed 4 member events, including coordinating the location, invitations, activities, and food
- Collaborated with external vendors on graphic design development for program marketing materials and newsletters

SKILLS

Computer: Extensive knowledge of Microsoft Office applications, social networking programs, basic web design, CDCynergy, basic Adobe Graphics Suite, proficient knowledge of Constant Contact email marketing program, Centricity practice management software, and Innovatech database system