

# User5bea5fe1

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## PROFESSIONAL SUMMARY

Experienced strategic communication leader with over a decade of expertise in managing complex communication programs and stakeholder engagement. Skilled in orchestrating multi-channel campaigns, crisis communication, and executive messaging to support organizational objectives. Adept at driving media relations and enhancing brand visibility while aligning communication strategies with corporate goals. Committed to leveraging communication expertise to support Test Export Company's mission and business initiatives.

## PROFESSIONAL EXPERIENCE

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- Directed comprehensive external communication strategies for the Americas South Region, increasing targeted stakeholder engagement by 25% through coordinated campaign execution.
- Led development of executive communication materials and talking points, enhancing leadership visibility and improving message clarity across multiple platforms.
- Managed cross-functional teams to deliver high-impact marketing collateral for key industry conferences and client events, supporting business development efforts.
- Identified and secured high-profile speaking engagements and sponsorships, expanding organizational influence and market presence by 30% annually.

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- Designed and executed strategic communication plans for EnMed, driving a 50% increase in digital engagement across social media channels.
- Produced targeted content for news, web, and presentations, enhancing brand awareness and contributing to a 25% rise in web traffic.
- Coordinated high-profile virtual and in-person events, facilitating knowledge sharing and stakeholder collaboration within the engineering medicine community.

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- Developed and implemented media strategies resulting in national and international coverage, boosting organizational recognition by 50%.
- Led crisis communication responses during natural disasters and international conflicts, maintaining positive reputation and stakeholder trust.
- Cultivated strategic partnerships through targeted outreach and speaking engagements, supporting organizational mission and stakeholder alignment.

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- Served as primary media liaison for the School of Medicine, increasing media coverage by 25% through proactive engagement and messaging.

- Collaborated with community and media stakeholders to amplify health system initiatives and enhance public awareness.

## **CORE COMPETENCIES**

Strategic Communication Planning • Stakeholder Engagement • Crisis Communication Management • Media Relations • Digital Marketing and Social Media • Executive Messaging • Program and Project Management • Event Coordination • Content Development • Brand Visibility Enhancement • Partnership Development • Cross-functional Team Leadership

## **EDUCATION**

Master of Arts in Journalism, University of Missouri, Columbia, MO Bachelor of Journalism, University of Missouri, Columbia, MO