

Submitted to Amentum for ARPA-H STATS

NAME	JOB TITLE	PWS Tasks
Kristin Laing	DOC - Intermediate Communications Specialist	7.1.1; 7.1.6; 7.1.14; 7.1.16; 7.3.4; 7.3.9-7.3.10; 7.5.2; 7.5.6; 7.6

Job Responsibility	Qualifying Skills
Science-Focused Messaging & Content Creation: Develop and edit content for ARPA-H's health science platforms, ensuring clarity and engagement.	<ul style="list-style-type: none"> · Drafted internal and external communications for U.S. Department of Veterans Affairs (VA), ensuring clarity for diverse audiences, including Veterans, Congress, and the White House. · Developed more than 400 public health and crisis communication products, including strategic messaging for COVID-19 and Long COVID response. · Executed strategic storytelling and plain-language initiatives to enhance engagement with Veteran healthcare benefits and medical program awareness.
Public Affairs & Media Coordination: Support media communications, monitor inbound communications, and provide strategic messaging for public outreach.	<ul style="list-style-type: none"> · Served as Communications Coordinator for the City of Alexandria's COVID-19 Joint Information Center, managing daily public messaging, media relations, and newsletters. · Worked directly with policymakers and government leaders, including the VA Under Secretary of Health, to develop communication strategies that aligned with legislative and agency priorities. · Managed and responded to media inquiries and internal stakeholder messaging, ensuring consistency and strategic alignment in public-facing content.
Social Media & Video Content Development: Assist in the creation of social media campaigns, video scripts, and digital outreach materials to support public engagement initiatives.	<ul style="list-style-type: none"> · Developed and scripted video content for Long COVID awareness, increasing VA Medical Center engagement and patient inquiries by 78%. · Produced digital content and led social media initiatives for healthcare communications, resulting in a 130% increase in Long COVID-related appointments. · Executed social media strategy and campaign development, ensuring digital engagement across public health messaging initiatives.

Education

University of Applied Research, Post-Graduate Certificate - Child Trauma and Protection **June 1996**
George Mason University, Certificate - Project Management Professional Certification Program

Drexel University, Bachelor of Science - International Studies

- Intern, US Department Of State, Office of International Environmental/Scientific Affairs – Washington, D.C.
- Study Abroad, American Heritage Association – Vienna, Austria

Experience

Impact Solutions – Tucson, AZ **2024-Present**

Contract Technical Writer – Public Trust Security Clearance (remote)

- TriWest Healthcare Alliance Department of Strategic Planning and Business Development
- Editorial support for business development and contract and modification submissions.

Customer Value Partners (CVP) – Washington, DC **2022-2024**

Senior Consultant/Communications Specialist – Public Trust Security Clearance U.S. Department of Veterans Affairs (VA) Office of Healthcare Transformation Strategic Engagement Team (OHT SET)

- Draft internal communications to ensure changes to policies and projects and new information is unified as it is disseminated to internal stakeholders, employees, project sponsors.
- Draft external communications in plain language to ensure all audiences, including Veterans and their caregivers, Congress, the White House, and the public.
- Scheduled appointments for Long COVID symptoms increased by more than 130%, including a 65% increase in appointments from Veterans who were new to VA.
- Two videos to describe Long COVID symptoms received more than 1,900 views on the VA YouTube channel. VA Medical Centers (VAMCs) saw a 78% increase in new patients and 44% of facilities met or exceeded their wait time goals.
- Several facilities doubled or even tripled new appointments in Primary Care and several areas of Specialty Care, with similar trends in Mental Health Care.
- More Veterans know that VA has a program for the diagnosis and treatment of ALS.
- More Veterans are accessing expanded fertility care benefits.
- Under Secretary of Health was able to communicate to the enterprise and Congress his priorities and strategic enablers.
- CVP Management - Trauma-informed Community of Practice member and presenter; Trainer for storytelling; and former member of Diversity, Equity and Inclusion Committee.

LAINGWERKS – Bethesda, Md. **2012-Present**

Owner/Freelancer - Manuscript copy editor; copywriter, marketing manager

- Social media, blogger, SEO, planning

Sparks Group – Washington, DC **2019-2021**

Communications Specialist for the City of Alexandria, VA

Communications Coordinator, COVID-19 Joint Information Center (JIC)

- July 2020-May 2021 Daily COVID-19 summary news releases; weekly newsletter for community organizations; weekly City Council summary report. Liaison for the Department of Community and Health Services. Developed updates for the employee website and created a weekly newsletter.

Project Manager, COVID-19 JIC **March-July 2020**

- Managed core team of 15 from multiple departments. Developed more than 200 crisis communications products and strategically communicate critical information about the pandemic and changes to service in the City.

Copywriter/Editor, Office of Communications and Public Information (OCPI) **April 2019-March 2020**

- Drafted news releases, newsletters, and other deliverables. Coordinated style guide development and adoption.
- Event manager for Potomac Yard Groundbreaking ceremony featuring special guests Virginia Governor Northam, Alexandria City Manager and Council, Washington Metropolitan Area Transit Authority, Northern Virginia Transit Authority, and press.
- Annual employee engagement survey committee member.

- Emergency Operations Center committee member.

Aircraft Owners and Pilots Association, Frederick, Md.

2016-2018

Marketing Copywriter

- Appreciation Award for performance.
- Rewrote webpages for Human Resources, AOPA Foundation, Insurance, Finance, 2017 Fly-Ins, and quarterly product e-blasts.
- Conceptualized high-level campaigns, tier-based campaign, #flylikeagirl, content style guide, and analysis for member journeys and personae.
- Wrote blogs for member intranet.

Projects & Affiliations

- Institute on Violence, Abuse and Trauma Stop the Silence - Speaker, advocate
- Kunzang Palyul Choling Tibetan Buddhist Temple - Marketing and Events Coordinator
- Story District – Storyteller
- The Moth – Storyteller Action Moves People United – Contributing Writer for Grammy-nominated CD

Professional Development

- Prosci Certified Change Practitioner - 2023
- The Strategy of Content Marketing, University of California-Davis – 2017

Awards and Achievements

- Marcom
Platinum Team Achievement – 2023, 2022
Platinum Long COVID Campaign – 2023
Gold Communication Plan – 2022
Gold Crisis Communications Plan/Response Award – 2022
Gold Specialty Item – 2022
- Telly, Bronze, Government Relations – Non-Broadcast Video – 2023
- Communicator, Distinction Level Strategic Marketing Achievement/Crisis Response Campaign - 2023
- Hermes, Gold, Strategic Campaigns, Pandemic Response Category – 2023