

# Kimberly Blough

Health Communications Specialist

## Contact

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## Education

George Washington University  
Washington, D.C.  
M.P.H., Public Health  
Communications and  
Marketing

American University  
Washington, D.C.  
B.A., Public Health

## Key Skills

Health Communications  
Project Management  
Integrated Campaign  
Management  
Government Contracts  
Behavior Change Theory  
Content Development  
Social Media Strategy,  
Management and Analytics  
Program Development and  
Evaluation  
Email Marketing  
Paid Media

## Objective

Passionate health advocate working to cultivate clear, creative, evidence-based integrated communications campaigns and programs for the federal, private and non-profit sector.

## Experience

OCTOBER 2022 - PRESENT

**Vice President, Healthcare** | Weber Shandwick

APRIL 2021 – OCTOBER 2022

**Account Director, Healthcare** | Weber Shandwick

NOVEMBER 2020 – APRIL 2021

**Senior Manager, Healthcare** | Weber Shandwick

JUNE 2019 – APRIL 2021

**Manager, Healthcare** | Weber Shandwick

- Serves as senior member of the healthcare team and public health practice
- Leads 40+ person integrated team as Deputy Project Director for large health communications contract with the Centers for Disease Control and Prevention (CDC)
- Oversees research, planning, and implementation of multi-channel national health education campaigns
- Directs large integrated team across creative, paid media, digital, earned media, research, and analytics
- Serves as subject matter expert in Public Health across projects and lead in new business proposal development

SEPTEMBER 2018 – JUNE 2019

**Communications and Advocacy Manager** | Prevent Cancer Foundation

- Managed Foundation's external communication channels, including social media, email, blog, and newsletter
- Developed regular advocacy-related communications (e.g., emails, blogs, Action Alerts) for grassroots partner network
- Synthesized social and web analytics to direct content and outreach strategy
- Liaised with development and grants teams for promotion of research initiatives, events, and fundraisers
- Raised Foundation's public profile through digital outreach initiatives

DECEMBER 2014 – SEPTEMBER 2018

**Health Communication Manager** | CommunicateHealth, Inc.

- Developed strategic communications deliverables for federal clients across the U.S. Department of Health and Human Services (HHS), including CDC and National Institutes of Health (NIH)
- Led implementation of social media and email marketing campaigns (organic and paid) across multiple platforms
- Managed day-to-day operations of several large-scale federal projects, from budgeting and invoicing to timelines
- Directed social media team and trained employees on social media best practices
- Conducted research to inform digital strategy, including environmental scans and listening audits