

I bridge the gap between business priorities and employee needs to help organizations align for powerful change. A builder of intentional and innovative communication strategies, I motivate teams to action toward a shared goal by connecting the dots. My performing arts background fosters collaboration and success among business, creative, clinical, and technical teams.

## EXPERTISE

Strategic Communications  
Change Management

Internal Communications  
Writing and Editing

Crisis Communications  
Employee Engagement

## EXPERIENCE

### Mount Sinai Beth Israel, Communications Manager, May 2017-Present

**Hospital lead for strategic internal communications**, working directly with executive team to develop from scratch the internal communications framework for hospital and outpatient locations, including 4000+ employees at 20+ locations during rapid change:

- Produce and implement a strategic communications plan to build trust between executives and employees after merger with more than 800 employees being transferred to new roles
- Owner of innovative content and channels for a diverse, non-desk workforce, including emails, social media, Zoom Town Halls, blog, videos, intranet, and other technologies (manage social media associate and videographer)
- Advisor for executive team and departmental leads on messaging around strategy, culture, operations, and change
- Lead internal crisis communications as Public Information Officer, including serving as the onsite crisis communications lead for COVID-19 surge
- Support change management initiatives with a rapidly-changing reorganization strategy with speed and accuracy
- Improve employee experience through creative problem solving and LEAN/process improvement methods
- Magnify and elevate patient experience, employee engagement, and HR objectives, in addition to serving as a liaison to Mount Sinai Health System marketing, PR, digital teams

**Build strategic narrative** that aligns the organization and community stakeholders around demanding, necessary, and inspiring healthcare reform

**Support local patient access, reputation, and marketing needs**, including managing the content for MSHS websites and providing departmental support for patient communication needs

#### Successes:

- Increased town hall attendance by 50% by engaging directors and supervisors and improving invitation call to action; and then by 320% through digital streaming
- Started an employee Instagram account to have conversations: employee responses up 540% in 2020
- Improved Press Ganey Nursing Engagement and AHRQ Culture of Safety survey results including 5% perceived increase in manager support and 4% increase in frequency of errors reported, resulting in better transparency
- Advisor and producer for virtual COVID-19 staff memorial service streamed to 1400+ people

### RM Strategic Marketing, Marketing Director, 2011-2017

**Brand marketing project manager for AXA's** successful, national brand aggregation initiative, The Business Strategies Group, including field research and targeted sales collateral for 70+ agents

**Audit clients' websites and virtual campaigns**; provide intuitive account management

**Project manager** for Penn Mutual's internal monthly newsletter

### American Diabetes Association, Tour-de-Cure Coordinator, 2011

Contribute to marketing and fundraising strategy, recruit and organize 100 volunteers, coordinate rest stops, signage, and emergency services for over 600 cyclists through NYC and NJ, raise \$480,000 for diabetes awareness

### Music Theatre and Opera Performer, Pilates Teacher

Many other survival gigs, 2007-2015

NYC and regional opera singer and actress; member of Actors' Equity Association (on hold); fully-certified Pilates teacher in mat and apparatus

## EDUCATION & SKILLS

**Northwestern University:** Master of Science in Communication, Hybrid Leadership program, graduating August 2020

**Oklahoma City University:** Bachelor of Music in Music Theatre and Vocal Performance, Summa Cum Laude, 2007

**Technical Skills:** Content Management (Wordpress, Squarespace, Ektron, Wix), Adobe Creative Suite (Photoshop, InDesign, PremierePro), Email Marketing Platforms, Canva, Instagram, LinkedIn, Twitter

**Other Skills and Knowledge:** Entrepreneurial, writing and proofreading, presentation skills and executive presence, LEAN & KATA process improvement knowledge, Just Culture Certified Champion through Outcome Engenuity Learning/Curiosity is my top strength (VIA/Strengthsfinder)

## AWARDS, PUBLICATIONS & MEMBERSHIPS

### Article contributions:

- ["7 Experts Share Essential Skills of IC Pros in 2020"](#) by Smarp.com
- ["Chuck Chats: Communicating to Nurses and Physicians with Stephanie Ramos"](#) sponsored by Bananatag

**Podcast Contributor:** Icology Thinktank: Recognition, Culture, and Internal Communications

**Member:** Public Relations Society of America-NY, Employee Communications Section; New York Women in Communications; OCUNYC Alumni Association

**People's Choice Award/Stanford:** Poster award for the Stanford Lean Academic Healthcare Conference 2019, "Where's Waldo: Improving the Perioperative Visitor Experience"

**Volunteer:** OCUNYC, Sing for Your Seniors