

PROFILE

Creative, energetic senior writer, editor, web writer, public/media relations professional with exceptional skills in strategy development and crisis communication. Articulate spokesperson, effective coach, superlative events coordinator and engaged team member who understands 21st century communications challenges and is adept at interpreting their complexities for diverse audiences.

SKILLS

*Superior writer/editor,
editorial, creative & art direction*

*Communications & marketing
strategy development/
implementation*

Web writer

*Media relations,
crisis communications &
media coaching*

Grant/RFP writing

*Project management &
public speaking*

Problem-solving

Meeting facilitation

*Graphic design, desktop
publishing & photography*

*Special event planning and
execution—including
fundraising events*

*Rapid-cycle improvement
tools & techniques*

Team leader/player

EXPERIENCE & ABILITIES

Communications/Marketing

- ♦ Created new marketing e-newsletter for Israeli office of U.S. law firm.
- ♦ Rewrote web home pages for all practice areas of major international law firm.
- ♦ Revised design/content of e-newsletter, doubled circulation.
- ♦ Edited scholarly flagship publication targeted to donors.
- ♦ Created/implemented comprehensive communications strategies.
- ♦ Developed dynamic communications plans to meet contractual requirements re: performance data on hospitals, nursing homes, and home health agencies.
- ♦ Wrote/supervised design of print/web materials, including newsletters, annual reports, position papers & speeches.
- ♦ Created, designed, placed ads for reproductive health service.
- ♦ Led implementation and upgrades to website: www.masspro.org.
- ♦ Wrote scripts, created copy/design, placed newspaper/radio ads for three clinics, saving agency \$150,000+ /year.
- ♦ Developed successful strategic marketing/ad campaigns for maternity, midwifery, ER, cancer, behavioral medicine centers.
- ♦ Founding member: Baby Boomer Think Tank at Cambridge Center for Adult Education.
- ♦ Created & marketed senior supper/health education series "Healthy & Wise" and produced related cable TV program.
- ♦ Established MD referral services resulting in 6,000 new visits.
- ♦ First directory of physicians/services to promote MD practices.
- ♦ Developed marketing promotion program for 138-bed community hospital, newly-recruited medical staff, satellite health centers & hospital-based family health service.
- ♦ Established/curated hospital art gallery to showcase original work of lively local artist community.

Media Relations

- ♦ Obtained media coverage on Today Show, ABC Prime Time, CBS This Morning, and in *NY Times* & *Boston Globe*.
- ♦ Established/maintain working relationships with local & national reporters/producers to raise organizational visibility.
- ♦ Achieved extensive national coverage of new innovative web exhibits.
- ♦ Conducted all media affairs for oldest non-profit reproductive health center in New England.
- ♦ Spokesperson/advisor to CEO and Board on crisis communication following clinic violence.
- ♦ Directed public/media relations for 300-bed healthcare system (two hospitals, home care agency, hospice, for profit lab, clinic).

EDUCATION

Syracuse University Masters Degree

S.I. Newhouse School of Public
Communication, Syracuse, NY

Fellow:

National Institute of Mental Health
Degree completed at Harvard
University, Cambridge, MA

Syracuse University Bachelors Degree

Dual Majors: Journalism & Fine Arts
Degree granted by
S.I. Newhouse School of Public
Communication & College of Liberal
Arts

CONTINUING EDUCATION

Harvard School of Public Health
Certificate:
The Risk Communication Crisis,
2004

Harvard Law School
Certificate:
Program on Negotiation 2001

**Cambridge Center for Adult
Education**
Certificate: *Grant Writing Refresher
Course 2007*

American Graphics Institute
Certificate:
Adobe InDesign 2006

*References furnished
upon request.*

- Created award-winning health information cable TV program.
- Created award-winning parents' newsletter & calendar reaching 60,000 households.
- General assignment/feature reporter for group of newspapers outside London. Broke two national news stories.

Development

- Conducted emergency fund appeal resulting in major gifts totaling \$250,000, 800 new donor names and 11 new foundation grants.
- Planned/executed revitalized program of fundraising to position for capital campaign. Doubled previous annual appeal results.
- Chaired successful charity ball and golf classic.
- Created special events templates for optimal attention to detail.

Supervision

- Provided supervision of health education specialists, publications coordinator & outreach liaison.
- Managed budget of \$380,000. Built harmonious team of PR professionals with an average of 75-100 monthly media placements. Initiated desktop publishing, saving \$120,000.

EMPLOYMENT HISTORY

Sue C. Kelman WORDSMITH

Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, PC 12/07-12/08
One Financial Center, Boston, MA
Writer, Marketing Department

Massachusetts Health Data Consortium 3/07-9/07
360 Totten Pond Rd., Waltham, MA
Public Relations Consultant

The Jewish Women's Archive 6/05-10/06
138 Harvard Street, Brookline, MA
Director, Marketing & Communications

Masspro 11/95-4/05
Wyman Street, Waltham, MA
Director, Communications/Director, Media Relations & Public Information

Preterm Health Services 1/94-11/95
A reproductive health service in Brookline, MA
Director, Public Affairs & Development

Neponset Valley Health System/Norwood Hospital 1987-1993
Now Caritas Norwood Hospital, Norwood, MA
Director of Public & Media Relations

PROFESSIONAL MEMBERSHIPS

New England Society for Healthcare Communications (NESHCO)

AWARDS

NESHCO: Overall Marketing Effort/Norwood Hospital
Marketing, Preterm Health Services
Society of Printing Excellence – Norwood Hospital ER Marketing