

# Michele Gentile

## Recent Certifications

*Digital Marketing* – Hubspot, Sept 2023 (Expires Oct 28, 2024)

*Content Marketing* – Hubspot, Nov 2023 (Expires Dec 16, 2025)

*SEO* – Hubspot, Nov 2023 (Expires Dec 29, 2024)

*Responsive Web Design* – FreeCodeCamp, Jan 2024

## Education

*Southwest Baptist University* - Graduated with Bachelor of Arts – Communications

## Principal Areas of Practice

### Concordia Plan Services – Remote

March 2017 through present

#### *Proofing and Editing Services – Independent Contractor (per project hire)*

- Support communications development for multiple print and digital communications
- Proofing and editing quarterly newsletters, website content, wellness flyers, blogs, postcards and more

### Daicel Arbor Biosciences – Hybrid, Ann Arbor, Michigan

May 2020 through October 2023

#### *Marketing Specialist*

- Maintaining website, including landing pages, show updates, product pages and updates as requested
- Tracking ROI for advertising, Google Ad Words, Google analytics, internal emails and more
- Collaborating with internal teams and external consultants on advertising, messaging and social media platforms

### Creative Circle – Hybrid, Detroit, Michigan

May 2019 through February 2020

#### *Program Manager – Trinity Health* (Sept. 2019 – February 2020)

- Managed new service line program under the direction of clinical manager, developing communications for national roll-out campaign including executive communications, share point content, guides, website content and more
  - Developed communications with teams including pharmacy, nursing, and continuing education, ensuring brand messaging
- #### *Writer – Griggs Graphics* (May 2019 – Sept 2019)
- Researched, wrote and developed case study for community college development campaign that included attending campaign meeting for Thought Leaders and reviewing information from high-level community leaders
  - Developed brochure, YouTube script and other social media content for older adult community living

### Innsbrook Resort – Innsbrook, Missouri

May 2018 through April 2019

#### *Communications Specialist*

- Wrote, edited, and developed engaging content for print and digital, ensuring consistent messaging and brand integrity
- Developed public relation strategies, including carefully targeted pitches from relevant topics, submitting story ideas and calendar submissions to initiate outreach; maintained media contacts
- Wrote feature stories and marketing collateral in addition to maintaining Innsbrook's company blog

### City of Chesterfield – Chesterfield, Missouri

April 2017 through May 2018

#### *Coordinator/Communications Specialist*

- Updated City website to include monthly employment data, top employers in Chesterfield and community information
- Developed content and utilized content management system for weekly e-blast updates, online calendars and social media

### Saint Louis University - St. Louis, Missouri – 2006-2016

#### *Grants Manager for the College of Allied Health Sciences* – July 2013 through October 2016

- Tracked the development and effective operations of grant projects with tasks related to submitting and monitoring of internal and external grants
- Tutored international students during two semesters for the English as a Second Language department

#### *Program Manager for Komen Foundation* – October 2011 through July 2013

- Coordinated education to women regarding screening recommendations for Show Me Healthy Women and the Komen Foundation, organizing and maintaining documentation for programs
- Ensured project goals and objectives, including increasing volume by 15% to target population and broadening referrals

## **Michele Gentile Principal Areas of Practice cont. – Page 2**

### **Saint Louis University Hospital - St. Louis, Missouri**

October 2006 through September 2011

***Business Manager, Emergency Services*** – May 2010 through September 2011

- Served with public information officers in region, attending meetings with local Emergency Management team

***Manager (Projects), Marketing & Public Relations*** – October 2006 through May 2010

- Supported director and internal departments with programs for marketing and external communications, helping to grow the hospital's volume and enhance its reputation
- Managed vendors required for production of marketing communications including freelance writers, photographers, graphic designers and printers
- Maintained updates and content for hospital website utilizing a content management system

### **Sunset Hills Health & Rehabilitation Center - St. Louis, Missouri**

January 2006 through October 2006

***Director, Business Development***

- Under general direction of the administrator, developed public relations, marketing and community events, publicity and advertisements for assigned region/market
- Developed efforts for new business relationships
- Collected information from physicians, key hospital staff and appropriate external and internal case managers to share benefits of the facility and to offer solutions for existing concerns

### **St. John's Health System - 1992-2005**

**St. Luke's Hospital, Chesterfield, Missouri (a division of St. John's Health System) - 2001 through 2005**

***Project Manager***

- Produced and edited external magazine with readership of more than 30,000, providing health articles to the community
- Interviewed, coordinated, researched and wrote brochures, publications, newsletters, media releases and web content; Managed initial design and re-design of hospital site
- Edited external and internal newsletters with readership of more than 50,000, providing educational health information and highlighting employee achievements
- Guided promotional and informational marketing projects for internal clients, expanding services to the community
- Executed several health-related publications, increasing community outreach, educating market on positive lifestyle changes and improving health standards for the economically underserved in the community

**St. John's, Springfield, Missouri - 1992 through 2001**

***Coordinator***

- Improved employee morale for more than 7,000 employees by launching several strategic initiatives, including developing an employee store, selling system-branded items, providing discounted trips and revamping employee recognition program
- Increased public awareness of tobacco use among teens by coordinating team to produce national marketing video
- Started career as Wellness Assistant in 1992, transferring to Community Relations in 1995, and proceeding to Employee Relations

### **Areas of Practice**

- Program Management
- Project Management
  - Writing • Editing
- Content Management
- Website Development

### **Applications**

- Adobe Cloud Based Applications including InDesign • Social Media Applications
- Web Content Editing Platforms (most recently WordPress) • Email Marketing Tools including Mail Chimp

### **Awards**

Missouri Hospital Association: • External Publication • Special Purpose Publication • Crisis Communication • External Magazine • Website