

Nancee Long

975 16th Street, Astoria, OR 97103
815.218.0892
long.nancee@gmail.com
www.linkedin.com/in/nanceelong



Multi-dimensional communications professional with a background in organizational communication, training and development, and change management. Expertise in communication principles and strategies for internal, external, donor, customer, stakeholder, marketing, and media communications. Excellent communicator with solid strategic sense who is well-organized, adaptable, and quality-oriented. A natural relationship-builder and collaborator who inspires a culture of innovation, execution, accountability, and positivity.

Experience

2019 - PRESENT

Director of Communications/Columbia Memorial Hospital, Astoria, OR.

- Responsible for directing, planning, and evaluating marketing, community outreach, public relations, and communication initiatives for CMH and its fifteen separate clinics along with imaging, outpatient pharmacies, and the CMH-OHSU Knight Cancer Collaborative.
- Develop and implement marketing campaigns, public/media relations, internal/external communications, advertising, CMH social media accounts, increasing followers by 231 percent in the first two years. Manage media relations and campaigns to address public communications in crises. Average of 30 media mentions monthly in local and Portland markets coordinating with news agencies in Oregon and nationally.
- Devise and deploy online marketing plans with effective SEO, social media, and digital campaign strategies, increasing organic visits by 52 percent in year one. Adept at creating rich and creative content optimized for search engines.
- Led the organization's first digital marketing campaign from conception to launch with paid search and paid social campaigns, generating an ROI of 568 percent and more than 700 leads in the first six months.
- Championed cross-functional team of marketing coordinators and specialists, content creators, and designers through market research and content creation of website redesign.
- Ability to understand and communicate political environments and interpersonal relationships and develop messages as appropriate.
- Acting Public Information Officer. Reports directly to CEO.

2021 - PRESENT

Adjunct Professor/Southern New Hampshire University, Manchester, NH

- Instruct two classes of 25 students for eight-week sessions. Plan lectures, assignments, and online experiences to support undergraduate marketing and business course curriculum.

AUGUST 2016 – AUGUST 2019

Director Marketing and Public Relations and Executive Director, Foundation/Harbor Regional Health, Aberdeen, WA

- Responsible for planning, developing and implementing the Organization's marketing strategies, marketing communications, and public relations activities, both external and internal.

- Oversaw development and implementation of support materials and services for marketing, crisis communications, and public relations chapters.
- Directed efforts of marketing, communications, and public relations staff and coordinated at a strategic and tactical level with other functions of HRH.
- Worked closely with HRH leadership, including Board of Directors, to strategically affect the direction of operations through promoting Organization to donors and community.
- Raised more than \$200,000 to support Foundation and its goals to assist the hospital.
- Member of the Executive Team, Leadership Development Team, and Emergency Management Team acted as Public Information Officer (PIO).
- Reported directly to CEO.

JANUARY 2014 – AUGUST 2016

Senior Communications Specialist / Chartwell Agency, Rockford, IL

- Responsible for assisting clients with strategic planning, media relations at the local, regional, and national levels, social media strategy and execution, and event planning and implementation - Wrote press releases and stories, pitched ideas to media, and compiled research and reports. Arranged interviews, speaking engagements, and other media opportunities - Led a variety of strategic facilitation sessions ranging from media training to crisis communications and message development.

AUGUST 2009 – JANUARY 2014

Promotions and Partnerships / Rockford Lutheran Schools, Rockford, IL

- Responsible for marketing and communications efforts, including community partnerships, social media, conceiving and analyzing marketing strategies, brainstorming ways to direct recruitment efforts, and overseeing market research.

Skills and Affiliations

Team Development – Strategy Development – Social Media Management – Engaging Stakeholders – Public Relations – Public Speaking – Brand Development – Digital Marketing Strategy – Internal and External Communications – Exec Committee Public Relations Society of America (PRSA) Health Academy – Member, Society for Healthcare Strategy and Market Development (SHSMD).

Education

OCTOBER 2021

Master of Business Administration (MBA)/Western Governors University, Salt Lake City, UT

MAY 1993

Bachelor of Arts – Communications/Journalism), English Minor/Loyola University Chicago, Chicago, IL

Certifications

Digital Marketing Certificate – Cornell University/Organizational Leadership Certificate – PRSA/ Crisis Emergency Risk Communication (CERC) Certified/ Oregon Health Authority – PIO Training/FEMA