

# NANCEE M. LONG

## DIRECTOR OF COMMUNICATIONS

### PROFESSIONAL SUMMARY

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. I have demonstrated success building a corporate communications department, including mentoring and managing staff, networking and building relationships at all levels, and supporting communication needs for various audiences.

### CORE SKILLS

Strategy Development  
Social Media Management  
Engaging Stakeholders  
Public Relations  
Public Speaking  
Brand Development  
Digital Marketing Strategy  
Internal and External Communications

### CONTACT INFO:

Mobile: 815.218.0892  
Email: [long.nancee@gmail.com](mailto:long.nancee@gmail.com)  
Address: 975 16th Street, Astoria, OR 97103  
<https://www.linkedin.com/in/nancee-long-mba-32171017/>  
<https://longancee.journoportfolio.com>

### EMPLOYMENT BACKGROUND

#### **Director of Communications**

*Columbia Memorial Hospital | September 2019 - Present*

- 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 more than 700 qualified leads in less than six months.
- Championed cross-functional team of marketing coordinators and specialists, content creators, and designers through market research and content creation of website redesign completed Nov. 2021.
- Ability to understand and communicate political environments and interpersonal relationships and develop messages as appropriate.
- Acting Public Information Officer. Reports directly to CEO.

#### **Director of Marketing and Public Relations and Executive Director HRH Foundation**

*Harbor Regional Health | August 2016 - August 2019*

- Responsible for planning, development, and implementation of 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 chapters in marketing, crisis communications, and public relations.
- 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 and acts as Public Information Officer (PIO).
- Reported directly to CEO.

## **Communications Strategist**

*Chartwell Agency | January 2014 - August 2016*

- 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.

## **Director Promotions and Partnerships**

*Rockford Lutheran School System | August 2009 - January 2014*

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

## ACADEMIC EDUCATION

### **Western Governors University - Salt Lake City, UT**

*Master of Business Administration - October 2020*

### **Loyola University Chicago**

*Bachelor of Arts: Communications, Journalism - English Minor - May 1993*

## CERTIFICATIONS

### **Cornell University**

*Digital Marketing Certificate - March 2021*

### **Public Relations Society of America (PRSA)**

*Organizational Leadership - July 2021*

### **Oregon Health Authority**

*Crisis Emergency Risk Communication (CERC) Certified - November 2019*

### **FEMA**

*Public Information Officer Training E/L0338 (Washington State) - April 2017*

### **Public Relations Society of America**

*Organizational Leadership Certification - July 2021*

## AFFILIATIONS

### **Executive Committee Member Public Relations Society of America (PRSA) Health Academy**

### **Society for Healthcare Strategy and Market Development (SHSMD)**

## CONTACT INFO:

Nancee M. Long

Mobile: 815.218.0892

Email: [long.nancee@gmail.com](mailto:long.nancee@gmail.com)

Address: 975 16th Street, Astoria, OR 97103

<https://www.linkedin.com/in/nancee-long-mba-32171017/>