

Sherree Geyer

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Media Communications Executive

Award-winning professional communicator with 10-plus years of experience generates results and reduces costs through team building, strategic planning and tactical execution of effective media relations and development of clear and persuasive messaging. Areas of expertise include healthcare, biotech and pharma communications.

Core Competencies

Communications

- Public, Media Relations
- Print-Digital Integration
- News, Editorial
- Internal Communications

Processes

- Staff Development
- Strategic Planning
- Outsource Procedure
- Social Media Strategy

Content

- News Releases
- Magazines, Newsletters
- Marketing Collateral
- Digital Content

Communications Experience

Contractor/Consultant/Freelance

September 2011-Present

Marketing Content Creation/Branding, Public/Media Relations

- *Alere Health*: Ongoing media relations, content development
- *Achieveit!*: White paper development for web-based cloud technology
- *Carling Communications, Inc.*: Copywriting/branding for medical communications clients
- *Toastmasters Int'l*: Contributed to content development of online training materials and website pages.
- *PIH Health*: Content development for quarterly online newsletter, website marketing and print collateral.
- *Beckman Coulter*: PR/media relations and development of regulatory-compliant weekly online global sales/marketing newsletter, news releases, biographical content and related collateral.
- *Vertos Medical, Inc.*: Blast email marketing.
- *Athena Forum Institute*: Media manager for online continuing education case worker publisher.
- *MPRG*: Strategic/tactical PR/media relations to medical technology/bioscience clients.
- *Springboard5 PR*: Strategic plan development to promote clinical and patient websites for Merit Medical.
- *Hollister Incorporated*: Launched first campaign for Secure Start services for World Ostomy Day.
- *Marketing Adept*: Healthcare copywriting for HIT company.
- *Signet Accel*: Public/media relations and content creation for this HIT company.
- *Matrix Medical*: Content creation for rebranding of home healthcare services company.
- *Scott Public Relations*: Media support to LivHome and other healthcare clients.

Editorial Contributions

- *UCLA School of Nursing, Advanstar, AMN Publishing, ADVANCE Web, Cole Publishing, Health Forum, HIMSS, McMahon Publications, PVA Publications and UBM Canon/Medica, Intellisphere*, among others.

American Association of Critical-Care Nurses (AACN), Aliso Viejo, CA

Communications Manager/Media Specialist

November 2008-July 2011

- Established new department overseeing all internal/external communications and staff activities.
- Developed integrated strategic promotional plans with internal stakeholders.
- Oversaw first multi-platform social media program, exceeding goals by 2,000 Facebook fans in first year.
- Increased by 500 the 7,000 to 11,000 daily print run of 2011 four-issue, trade-show daily, *NTI Voices*.
- Garnered national publicity in *The Wall Street Journal* and *Reader's Digest* and other national outlets for study, "The Silent Treatment: Why Safety Tools and Checklists Aren't Enough to Save Lives."

- Hired/trained three staff members and managed eight-member staff as co-editor of *NTI Voices*, overseeing all digital/print pre and post production.
- Boosted publicity nearly 40% in 2009 and another 250% 2010 while doubling media inquiries that year.
- Launched double-award-winning monthly magazine, *AACN Bold Voices*.
- Revised editorial style of *NTI Voices* to be consistent with award-winning magazine, *AACN Bold Voices*.
- Developed language and messaging on the 'Community of Nurses' web page to reflect the value proposition.
- Engaged employee communications through email alerts, hand delivery of print publications, intranet updates and social media.
- Reduced costs by 60 % and increased capacity by replacing large agency with boutique firm and hiring/training contractors.
- Responded to media inquiries, scheduled interviews, speaker training for board members and national office staff of world's largest specialty nursing association.

Geyer Communications, Chicago, IL

Consultant

January 1988-July 2008

- Established communications firm that increased billing by 150% in first five years. Clients included Fortune 500s, start-up companies, non-profits and PR/marketing communications firms.
- Health Forum publications, 2002-2008: Contributor to *Health Facilities Management*, *Materials Management in Healthcare* and *Trustee*.
- American Association of Nurse Anesthetists, 1996-2000: Secured 10-15% placement rate in vertical/horizontal markets by developing award-winning public awareness campaigns each year.
- Healthcare Financial Management Association, content creation.
- St. James Hospital and Health Centers: Developed content/project managed 2005 annual report, reducing costs and increasing visual appeal and readability.
- Gibson Communications, 1993-2000: Served as media manager, helping to expand capacity for this Chicago-based high-tech PR firm.
- Kraft Foods, 1992: provided onsite media relations, content creation for major food manufacturer.
- Occupational Safety and Health Society: Wrote for *Safety & Health*, *Family Safety & Health*, *Traffic Safety*.

Additional Work Experience

Hill & Knowlton, Inc., Chicago, IL, *Media Relations Assistant*
Quest Publishing Company, Brea, CA, *Publishing Assistant*
Soroc, Inc. Anaheim, CA, *Inside Sales Coordinator*

Education

Northern Illinois University Bachelor of Arts, Journalism
Brandman University Executive Certificate in Public and Non-profit Leadership 2011
American Medical Writers Association PRAM (PR, Advertising and Marketing) Certificate 2007

Awards/Honors

2014 Phoenix Chapter PRSA Awards Judge
 2014 American Medical Writers Association Presenter
 2014 PRSA Western District Conference Presenter
 2012 Association of Health Care Journalists-California Fellowship
 2011 Apex Award, Most Improved Publication, *NTI Voices*
 2010 min's 15 to Watch, *AACN Bold Voices*
 2009 Apex Award, Publication Excellence, *AACN Bold Voices*
 2003 Honorable Mention, American Society of Association Executives, AANA Latex Allergy Campaign