

JUANITA ROBINSON GOMES

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SUMMARY

Award-winning communications professional with more than 25 years' experience writing and editing for both print and the web. Adept at juggling multiple responsibilities, publication management, working in a deadline-driven environment, and producing both feature articles and executive communications. Excellent interpersonal and oral communication skills. Equally skilled at working independently and in collaboration with others. Possesses a versatile writing style that combines creativity, consistency, clarity, and attention to detail.

SKILLS

- Editing
- Writing
- Web Content Management
- Newsletters
- Corporate Communications
- Communications Planning

PROFESSIONAL EXPERIENCE

Business Communications Lead Analyst, Cigna, Bloomfield, Conn., *March 2021 – Present*

Manage and produce a weekly e-newsletter distributed to more than 13,000 provider-facing employees. Write and edit various communications for providers and supporting staff, including letters, flyers, talking points, guides, and PowerPoint presentations.

Contract Business Communications Senior Analyst, Cigna, Bloomfield, Conn., *September 2020 – March 2021*

Write and edit various Express Scripts communications for providers and their staff, including newsletter articles, letters, flyers, talking points, guides, and PowerPoint presentations.

Contract Communications Manager, State of Connecticut, Hartford, *May 2020 – October 2020*

Worked closely with information technology partners to design a new intranet site for the department and produce content for the site. Created announcement guidelines, templates and standard operating procedures for departmental communications. Drafted a communications plan for the department's optimization project.

Freelance Copy Editor, Amy Rose Consulting, Inc., *May 2020 – July 2020*

Edited copy for 100 in-depth analyses of film adaptations of novels, novellas, and short stories for the Literary Reference Center Plus™, a database that provides users with information on thousands of authors and their works.

Freelance Writer, Realogy Holdings Corp., Madison, N.J., *January 2020 – March 2020*

Wrote articles centered around Realogy's commitment to diversity and inclusion.

Freelance Writer/Editor, UMass Memorial Medical Center, Worcester, Mass., *September 2019 – January 2020*

Wrote articles on a variety of topics, including respect in the workplace. Worked with departments across the organization to prepare content for the launch of the organization's new intranet site.

Contract Business Communications Senior Analyst, Cigna, Bloomfield, Conn., *November 2019 – February 2020*

Wrote and edited various communications for providers and Cigna employees, including newsletter articles, letters, flyers, talking points, guides, and PowerPoint presentations. Created copy decks for the redesign of Cigna's intranet site.

Communications Manager, UMass Memorial Medical Center, Worcester, Mass., 2015 – 2018

Responsible for developing and distributing a variety of internal and external communications in preparation for the organization's implementation of Epic, an integrated electronic health record. Worked with external vendor to design, launch and maintain an exhaustive, up-to-date Epic Project website for employees.

Senior Communications Specialist, Tiffany & Co., New York City, 2005 – 2015

Managed and produced all aspects of Tiffany's primary internal communications vehicles distributed to more than 10,000 employees in 50+ countries. Worked with Tiffany leadership to produce and execute communications strategies and tactics that support company initiatives.

Electronic Communications Editor, New York Life Insurance Company, Sleepy Hollow, N.Y., 2002 – 2005

Produced content for the New York Life's intranet home page, the most trafficked information vehicle in the company, reaching 11,000 employees daily. Reviewed and published content for departmental websites within the Agency division, ensuring each adhered to the company's editorial style and standards.

MILITARY SERVICE

Administrative Specialist, U.S. Army Reserves, 7215th Installation Medical Support Unit, Denver, 1991 – 1999

EDUCATION

Bachelor of Science, News/Editorial Journalism, University of Colorado at Boulder

SPECIAL SKILLS & HONORS

Microsoft Word and PowerPoint (working knowledge of Excel), Adobe Photoshop, digital signage software (CommandCenterHD), Drupal content management platform, and Associated Press Style

2014 Award of Distinction (The Communicator Awards) for the 175th anniversary issue of the *Atlas* newsletter