

LINDSEY LEESMANN

SENIOR COMMUNICATIONS LEADER | CONTENT STRATEGIST | HEALTHCARE
COMMUNICATIONS

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PROFESSIONAL SUMMARY

Senior communications leader with 15+ years of experience driving content strategies that inspire engagement and action in healthcare and nonprofit environments. Proven track record of managing complex, cross-functional projects while building consensus and leading through influence. Expert in multichannel communications, content strategy, and stakeholder management with deep healthcare industry knowledge. Demonstrated ability to navigate large, complex organizations while mentoring teams and delivering measurable results that support organizational mission and fundraising objectives.

CORE COMPETENCIES

Leadership & Strategy: Cross-functional project management • Team leadership & mentoring
• Stakeholder relationship building • Strategic content planning • Change management

Communications Excellence: Multichannel communications strategies • Expert-level writing & editing • Impact reporting • Benefactor communications • Digital transformation content

Healthcare Expertise: Healthcare content strategy • Patient experience optimization • Medical SME collaboration • Regulatory compliance • Healthcare digital transformation

Project Management: Complex project lifecycle management • Priority assessment & adjustment • Resource optimization • Process improvement • Performance measurement

PROFESSIONAL EXPERIENCE

Sr. Copywriter

MERGE, Remote | Oct 2023–Present

- **Lead healthcare communications strategy** for multiple clients, developing comprehensive content frameworks that drive engagement and conversion
- **Collaborate with cross-functional teams** including designers, developers, and SEO specialists to create omnichannel content strategies
- **Conduct stakeholder interviews** with subject matter experts to develop compelling, accessible content for complex healthcare topics
- **Create scalable content systems** including component guides, style guides, and templates that enable successful content management across organizations
- **Develop case studies and impact reports** that demonstrate measurable results and client successes, supporting business development initiatives

Donor Relations Manager

The University of Kansas Health System, Kansas City, KS | Aug 2022–Oct 2023

- **Developed and executed comprehensive donor stewardship strategies** that strengthened benefactor relationships and supported cultivation efforts
- **Created impact reports and donor communications** that effectively conveyed organizational mission and fundraising priorities
- **Collaborated with internal departments** to design and implement large-scale giving campaigns, demonstrating ability to build consensus across complex organizational structures
- **Managed donor outreach processes** that improved engagement and supported qualification and solicitation efforts

Sr. Website Coordinator

The University of Kansas Health System, Kansas City, KS | Mar 2015–Aug 2022

- **Led digital transformation initiative** that reduced website complexity from 3,000+ pages to ~1,300, improving user experience and increasing patient appointment conversions
- **Managed**

comprehensive content strategy for kansashealthsystem.com, working collaboratively with writers, SEO specialists, and designers to create integrated omnichannel content • **Directed social media strategy** across 4 channels (Facebook, Twitter, LinkedIn, Instagram), including content creation, editorial calendar management, and reputation management • **Served as communications liaison** for patient and visitor issues, creating processes with Patient Relations Manager for seamless handoff and resolution • **Provided social media expertise** for health system physicians and executives, including ghostwriting content and media training support • **Managed brand reputation** through strategic response to reviews and patient feedback, maintaining organizational trust and credibility

Sr. Public Relations Specialist / Sr. Communications Specialist

University of Arkansas Grantham, Lenexa, KS | Aug 2011–Feb 2015

- **Crafted multi-format communications** including email messaging, blog posts, internal communications, press releases, and executive speeches
- **Pitched university experts** for media opportunities, managing relationships with reporters and utilizing tools like HARO to secure earned media coverage
- **Provided media training** for university SMEs for on-air interviews, supporting both earned and owned media initiatives
- **Led social media guidance** and live coverage for national conferences, demonstrating ability to manage real-time communications
- **Managed reputation management** through social listening and strategic response, maintaining organizational credibility
- **Supervised summer interns** and partnered with senior leadership on major university events, including annual commencement ceremonies

EDUCATION

MBA, Project Management | University of Arkansas Grantham

BS, Print Journalism | Missouri State University

KEY ACHIEVEMENTS

- **Reduced website complexity by 57%** while improving patient conversion rates through strategic content optimization
- **Successfully managed cross-functional teams** across multiple departments in complex healthcare organizations
- **Developed scalable content**

systems that enabled successful long-term content management for healthcare clients • **Built strong stakeholder relationships** with executive leadership, fundraising professionals, and clinical SMEs • **Led digital transformation initiatives** that improved user experience and organizational efficiency

PROFESSIONAL DEVELOPMENT

Committed to continuous learning and staying current with emerging trends in healthcare communications, digital transformation, and artificial intelligence applications in healthcare and fundraising.