

TRACIE GIPSON

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AREAS OF EXPERTISE

Innovative marketing communications professional with over 20 years of experience in the healthcare, health insurance and medical fields. As a seasoned medical writer, I have an exceptional capacity to draw human emotion through compelling patient stories and to convey complicated technology in a way that connects with consumers. Excels in:

Marketing Communications	Copy Writing	Content
Internal, Physician & Community Relations	Digital Advertising	Marketing
Project Management	Social Media	Public Relations
Fundraising Collateral	Appeal Letters	Email Marketing
		Displays

PROFESSIONAL BACKGROUND

COMMUNICATIONS CONSULTANT - Clients include UCLA Medical Center, Adventist Health Foundation, and CommonSpirit Health

2019 – Present

Designs and executes comprehensive communications strategies to strengthen brand visibility and align stakeholder engagement with organizational mission and goals.

DIGNITY HEALTH SOUTHERN CALIFORNIA, Glendale, California **Communications Manager (per diem)**

2019 – Present

Guided by the Internal and External Communications Directors to manage physician and nursing communications, employee engagement & special projects to support brand initiatives.

- Serves as editor and writer of physician publications for nine hospitals in California to promote new services and providers, improve brand awareness, share quality improvement data and address national patient safety goals. (Inaugural issue recognized as a best practice by The Joint Commission).
- Serves as editor and writing for a quarterly nursing publication for 30 facilities to promote evidence-based practice and highlight nurse-led initiatives.
- Serves as editor and writer of *Connect Magazine* to boost employee morale and engagement at 18 facilities through inspirational story telling of staff talents and contributions to their organization and communities.
- Manages special projects from initial planning stages to copywriting, editing, design and distribution through printed and digital channels.
- Increases patient satisfaction by creating industry mandated patient admitting guides and service line education packets.
- Produces annual Impact Report for Northridge Hospital Foundation to highlight fundraising and contributions to implement programs and boost growth at the hospital.

DIGNITY HEALTH SOUTHERN CALIFORNIA, Glendale, California 2017 – 2019
Communications Manager

Guided by the Communications Director to manage public relations/media, internal and community relations, and strategic communications.

- Served as editor and writer of six physician publications for all hospitals in Southern California (inaugural issue recognized as a best practice by The Joint Commission).
- Strategized public relations by identifying PR opportunities, patient stories, physician talents, hospital services and technology, and collaborates with media to secure interviews and live shots.
- Created and prepared leadership talking points in response to crisis to mitigate negative impact.
- Managed social media, including Facebook and Twitter via the Sprinklr social media management platform, which resulted in a significant increase in followers.
- Supported the employee engagement Acts of Humankindness events, which garnered positive feedback from leadership system-wide, confirmed Dignity Health Northridge Hospital as a leader driven by the patient experience, strengthened employee relations, and inspired clinical staff to improve patient care.

DIGNITY HEALTH NORTHRIDGE HOSPITAL, Northridge, California 2006 – 2017
Marketing Communications Specialist

Guided by the Marketing Director to manage advertising, marketing, public relations, internal and strategic communications to support fundraising efforts.

- Served as editor/writer of the custom soft-sell, human-interest magazine, direct mailed quarterly to 200,000 homes. Project management included: market research, content generation, copywriting, design, and online and social media continuity. Featured services lines consistently generated a surge response of 7 to 9 percent.
- Launched physician newsletter, which was recognized as a best practice by The Joint Commission.
- Researched and wrote solicitation letters and brochures aimed to raise \$7 million to support Northridge Hospital Foundation's capital campaign.
- Oversaw the strategy and execution of multimedia content for a wide variety of communications: print, direct mail, digital, video, magazine articles, fundraising, social media, and online.
- Worked collaboratively to manage projects from inception to completion across various departments.
- Demonstrated excellence in meeting deadlines, exceeding goals and campaign analysis.
- Supported a cohesive digital marketing strategy utilizing SEO/SEM, paid search and targeted display ads.
- Managed annual creation of New Physician Guide, from revision to delivery.
- Bolstered internal/employee relations through the creation of impactful plans and activities to engage and motivate employees in support of HR's employee satisfaction initiatives.

DRIZEN-DOHS CORPORATE COMMUNICATIONS, Los Angeles, California 2003 – 2006
Senior Editor

Managed all aspects of corporate publications from development to delivery.

- Effectively managed a suite of internal communication tools and delivery channels, including: weekly internal newsletter, employee email communications, and president columns and letters.
- Managed all aspects of corporate publications from development to delivery.
- Produced a quarterly internal magazine for Anthem Blue Cross, Newbury Park, which resulted in the adoption and implementation of a print and digital magazine for the Blue Cross Woodland Hills facility.
- Traveled internationally to cover special events, oversaw a team of writers, and compiled interviews to produce a magazine to highlight best practices and communicate advertising schedules.
- Created editorial calendars; interviewed, wrote, assigned and proofread articles.
- Presented to executive leadership at local organizations to pitch employment engagement campaigns.
- Conducted in-depth interviews with corporate client executive teams to determine strategic communications of company initiatives.
- Oversaw design and printing processes to meet client specifications and deadlines.

HARTWELL COMMUNICATIONS, Glendale, California 2001 – 2003
Health Writer

Developed health content to educate clinical staff and patients about end-stage renal disease.

Researched, wrote and edited articles for www.iKidney.com.

- Increased website visits by promoting the site, in addition to products and services at national trade shows.
- Created promotional flyers, newsletters and brochures to educate patients about end-stage renal disease, which resulted in an increase in patient profile submissions.
- Developed PowerPoint presentations to educate the healthcare community.

KNDU-TV, Tri-Cities, Washington 1999 – 2001
News Producer

- Produced two half-hour newscasts per day.
- Supervised a team of reporters and assigned news stories.
- Continuous review of news feed to ensure broadcasts featured up-to-date stories.
- Wrote news copy, edited video and updated website with recent news content.

EDUCATION/CERTIFICATIONS

California State University, Northridge, Northridge, California, 1999
Bachelor of Arts in Journalism, emphasis in Broadcast and Public Relations
Minor in Health Science

University of California Los Angeles, Extension, Los Angeles, California, 2016
Grant Proposal Writing, Short Story Course and Novel Development.