

Penney Berryman, MPH

penney.berryman@gmail.com | 512-638-5262
3610 Hillrock Dr. Round Rock, TX 78681

CAREER SUMMARY

Communications professional with more than a decade of content marketing and project management experience. Solutions-oriented and curiosity-driven team player.

SPECIALIZATIONS

- Strategic Communications
- Storytelling for a Cause
- Project Management
- Corporate Communications
- Social Media Management
- Writing and Editing

SKILLS

AP Style, Basecamp, Canva, Case Studies, Constant Contact, Emma, Facebook Business Manager, Google Analytics, Hootsuite, Intranet, Microsoft 365, Salesforce NPSP, SmartSheet, Social Solutions, Survey Monkey, ToP Facilitation, Webex, WordPress, Zoom

EDUCATION

Master's in Public Health - MPH, 2006. George Washington University - Washington, DC

Bachelor's in Sociology, cum laude, 2003. University of Arkansas - Fayetteville, AR

PROFESSIONAL EXPERIENCE

Communications Director, Wonders & Worries *July 2016 - March 2019*

- Set editorial calendar + content for website, social media, events and PR
- Increased organic website traffic 43% in one year
- Increased earned media coverage by 130% in one year
- Changed tactics and audiences for a fundraising campaign; raised 51% more money for 80% less cost

Marketing & Communications Specialist, Seton Healthcare Family *March 2014 - July 2016*

- Led campaign to increase use of health benefits for 13,000 employees; achieved 52% participation in year 1
- Intranet writer and editor for internal audiences
- Coached C-suite on effective speaking on camera for quarterly videos
- Organized event for 7,000 employees; 90% attendee satisfaction

Manager, National Business Group on Health *November 2010 - March 2014*

- Secured \$25,000 in sponsors for inaugural Communications Summit
- Grew CEO's Twitter followers 87% in 1 year
- Wrote action-oriented, research-based briefs, case studies and fact sheets for Fortune 500 companies

Senior Analyst, National Association of County & City Health Officials *September 2006 - November 2010*

- Presented and facilitated 30+ meetings, conferences and webinars
- Provided on-site and virtual quality improvement assistance to 12 clinics
- Developed internal processes to review 168 applications and distribute \$860,000 to 66 health departments

CERTIFICATIONS & AWARDS

- HubSpot Inbound Marketing Certification: *expected April 2019*
- Wonders & Worries' Award for Problem solving + Deep Thinking + Smarty Pants: 2018
- Certified Marketplace Application Counselor: 2017, 2016, 2014
- Elizabeth Anne Seton Award - 2014