

# Sharon R. Reynolds

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## PROFESSIONAL SUMMARY

Highly committed, team-oriented communications professional with health care, academic, and nonprofit industry experience. Creative, hardworking, and resourceful. Specific expertise includes:

- Excellent communication and storytelling skills; solid, compelling, versatile writer; skilled in translating complex concepts and communicating key messages; strong research skills and a demonstrated ability to attend carefully to both grammatical and factual details
- Highly motivated, focused project manager with outstanding organizational abilities; strong attention to detail; consistently meets budget goals and deadlines
- Innovative, big-picture approach to problem solving; unique ability to anticipate, identify, and creatively solve communication and organizational challenges
- Exemplary relationship-building ability; works easily and effectively with a wide variety of professionals; excels in building partnerships and creating win-win scenarios
- Positive, upbeat work style; customer-focused, collaborative, and flexible

## WORK HISTORY

### **Public Relations Professional/Project Manager (1999-Present)**

Serves variety of clients in health care, academic, and nonprofit industries offering expertise in creative writing and interviewing; project management; grant and proposal writing, research, and reporting; copyediting; writing for websites, and public relations. Clients include UT Southwestern Medical Center, Southwestern Medical Foundation, The University of Texas at Austin, Cancer Prevention Research Institute of Texas (CPRIT), Seton Foundations, Children's Medical Center Foundation of Central Texas, St. Gabriel's Catholic School, Dini Partners, Texas Hospital Association, *austinwoman*, Comfort Crew for Military Kids, Loving Libbie Memorial Foundation, B.I.G. Love Cancer Care, Championship Hearts Foundation, Austin Pets Alive!, Hand to Hold, and Muscular Dystrophy Association.

### **UT Southwestern Medical Center, Office of Development and Alumni Relations, Dallas, TX – Senior Development Writer (February 2017-February 2020)**

- Researched and drafted correspondence, reports, proposals, case statements, institutional letters of support, and other communications to donors and potential donors in the UTSW President's style to support the institution's donor communication priorities; worked closely with the President's staff and other senior leaders to gather information, synthesize, and finalize drafts
- Interviewed major donors and wrote compelling stories highlighting major gifts to strengthen new and current relationships between UTSW and the donor community; project managed production of donor stories for UTSW publication *Center Times* and edited stories from freelance and other writers
- Served as copy editor and communications resource for Office of Development and Alumni Relations staff; oversaw development of online resource library; edited all outgoing foundation and corporate grant applications and reports
- Created collateral for donor stewardship purposes

## **Children's Blood & Cancer Center at Dell Children's, Austin, TX – Grants Administrator (August 2011-July 2016)**

- Expanded existing foundation grants program to the oncology department level of Dell Children's; created and coordinated grant development process; identified fundable program needs; researched current and prospective grantors; wrote and submitted grant proposals to foundation, corporate, and state funding organizations
- Raised more than \$1.5 million in grants using various grant applications systems, including Altum Proposal Central, an e-grant-making website shared by many government, non-profit, and private grant-making organizations
- Maintained calendars and records on research, proposals, submissions, and grant awards
- Created reports and other communication pieces for donor stewardship purposes
- Collaborated in the writing of a full range of marketing and communications materials, including email newsletters, complete website redesign, print publications, presentation materials, and fundraising collateral

## **Seton Foundations, Austin, TX – Development Writer (2000-2011)**

- Wrote copy for case statements, brochures, proposals, and communications to foster donor relationships; created content and developed two websites using the Convio web content management system; oversaw website redesigns
- Managed production of *The Seton Fund*, *Children's*, and *Miracles* magazines
- Promoted Miracle Children media coverage for annual Children's Miracle Network Telethon
- Managed production of annual Miracle Children video vignettes
- Wrote and produced *Building Dreams* eNewsletter for Children's Medical Center Foundation
- Created brand standards and style guides for public relations materials

## **EDUCATION**

Bachelor of Journalism, University of Texas at Austin

## **PROFESSIONAL DEVELOPMENT**

UT System Advancement Academy for UT System Development Colleagues (2018 and 2019)

Grant Professionals Association Austin, Member (2013-2015)

Medical Writing & Editing: Designing & Editing Tables & Graphs, University of Chicago Continuing Ed (2012)

Seton Cove Leadership Pilgrimage (2012)

Greenlights for Nonprofit Success, Member (2011)

Austin Chapter of the Association for Women in Communications, Member (2003-07, 2010-2011)

Freelance Austin, Member (2002-2010, 2016)

Various grant writing classes through the Grantsmanship Center; Texas Historical Commission; University of Texas at Austin; San Antonio Area Foundation; and CMN Connect

## **AWARDS**

Bronze Quill Award for *Miracles Magazine*, International Association of Business Communicators, Austin Chapter (2009)

## **LEADERSHIP POSITIONS/COMMUNITY INVOLVEMENT**

Susan G. Komen® Austin – Grant Reviewer (2012-2015)

CureSearch Walk Austin – Team Retention Chair (2014)

Freelance Austin – Arrangements Chair (2009-10)

Children's Medical Center Foundation, Circle of Friends – Public Relations Chair (2004-10)