

DENISE NAZZARO

STORYTELLER • STRATEGIC COMMUNICATOR

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Portfolio: <https://denisenazzaro.iournoportfolio.com>

Experienced marketing/communications professional with a media background. Proven record developing and implementing strategic communication plans and leading teams across the spectrum, from positive events to crisis situations. Upbeat, creative, hardworking team player. Excels in fast paced, multidisciplinary environments.

SKILLS

Writing and editing (AP Style)
Media relations
Social media strategy:
Facebook, Twitter, Instagram,
YouTube
Crisis communication
Internal communication
Community relations
Knowledge and use of:
Adobe Suite
SharePoint
Microsoft Office Suite
Workfront

EDUCATION

WEBSTER UNIVERSITY ST. LOUIS, MO

Masters in Business
Administration Candidate,
*Expected Graduation
May 2021*

DRAKE UNIVERSITY DES MOINES, IA

Bachelor of Arts, Journalism and
Mass Communication
Major: Broadcast News
Major: French

THE UNIVERSITY OF PARIS, SORBONNE PARIS, FRANCE

Study Abroad Program

PROFESSIONAL ORGANIZATIONS

Past Public Relations Society
of America (PRSA) member

EXPERIENCE

PUBLIC RELATIONS/COMMUNICATIONS • SSM HEALTH NOVEMBER 2014 – FEBRUARY 2020

Led communication efforts aimed at improving overall brand awareness and reputation, developed patient volume and employee engagement. Served at SSM Health Cardinal Glennon Children's Hospital: July 2015-February 2020; SSM Health St. Mary's Hospital: November 2014-July 2015.

- Provided strategic communications counsel and leadership to executive team (C-suite) and senior leaders on all communications. Wrote memos, leadership talking points, speeches, executive letters and prepared videos and presentations. Served as Hospital Chief Information/Pubic Affairs Officer in all communications, including crisis situations. Encouraged and led C-suite level engagement with employees.
- Partnered with marketing/business development to identify key service lines/priorities. Developed and implemented integrated marketing and communication plans to support and enhance company's business goals. Provided direction to in-house design group on marketing/communication projects.
- Identified and pursued all external and media opportunities, wrote press releases and coordinated interviews consistent with brand identity and strategic communication goals. Promoted hospital initiatives and events on a national platform, garnering national coverage. Continually led regional hospitals for SSM in positive media placements, which led to increased hospital business and revenue. Conducted media training, maintained and developed new media contacts across St. Louis region and nationally.
- Managed social media channels including strategy development, content creation and monitoring, including Facebook, Twitter and Instagram. Created and implemented SSM Health region's first Instagram page which led to increased awareness in more diverse demographics.
- Led new-media, brand journalism initiatives to shape hospital's storytelling in a new way. Example includes self-produced video snippets of current medical news for social media use, providing patient families and the community the perspective of our expert physicians and clinical staff in an immediate fashion.
- Managed all internal communication including weekly e-newsletters, Intranet and executive/employee town halls with goal of keeping employees engaged and informed. Responsible for provider/physician communications and lead for SSM Health Pediatrics. Consistently led region in terms of employee engagement.
- Collaborated with SSM Health Cardinal Glennon Children's Foundation to provide media pieces, written donor communications and event needs and support. Worked to ensure best presence and image for donor needs.
- Reprioritized strategic community relations and partnerships with increased employee/executive participation. Managed outreach sponsorship budget. Organized open houses and promotional events at new locations, and participation in community events. Championed SSM Health brand, mission and values.

CURRENT VOLUNTEER WORK

Active member of
Parent Committees:
Concord Elementary School,
St. Louis, MO

Team Manager,
Affton Americans/
Lady Liberty Hockey Club,
Affton, MO

COMMUNICATIONS SPECIALIST • AMERICAN RED CROSS ST. LOUIS REGION APRIL 2012 – NOVEMBER 2014

Advanced the overall reputation of the organization, both locally and nationally, through media relations efforts, community relations, donor and volunteer resources support.

- Managed press relations across both traditional and social media: \$9.3M in earned media over last two fiscal years.
- Monitored and tracked all media coverage for publicity values and engagement trends; prepared media and marketing stewardship reports based on results.
- Wrote internal and external content: news releases, speeches for Regional CEO and other leadership, interview talking points, client stories, blogs, website content, marketing materials.
- Created and executed programs for special events, including signature \$250K annual fundraiser; produced all video content and photo presentations.
- Developed volunteer resources including communications, interviews, meetings, schedules, tasks and more.
- Managed implementation of website development and maintain digital photo database.
- Created collaterals to meet regional marketing needs: brochures, flyers, posters, direct e-mails.
- Designed interior spaces at regional headquarters to market programs and services.

PRODUCER/WRITER • KMOV-TV, CBS AFFILIATE, ST. LOUIS, MO TOP 25 MARKET, 2003-2008

Emmy Nomination, "Best Newscast", News 4 at Noon, October 2007.

- Wrote news copy including breaking, spot, business, consumer, health and features for all newscasts under tight deadlines.
- Created visual identity for all newscast elements to enhance our cohesive brand image.
- Produced weekly feature segments; including such topics as health and self-improvement. Conducted field interviews and produced related stories for various digital realms.
- Produced wide variety of newscasts guiding all aspects from story concepts to on-air product, including live breaking news coverage. Contributed content for station's web site.

SENIOR PRODUCER • WOI-TV, ABC AFFILIATE, DES MOINES, IA TOP 75 MARKET, 2001-2003

Started as Weekend Producer and promoted twice, ending as Senior Producer.

- Produced ABC affiliate's number one rated newscast; increased ratings, household share values and advertising revenue capabilities. Supervised entire production staff, created content for/updated station's website, edited video/visual elements.