

Colleen Flynn

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Strategic, solutions-oriented communications executive relocating to San Francisco by June 2025. Proven track record of driving transformational change, enhancing reputations, and advising senior leaders on successful communication strategies. Expert in developing and executing impactful internal communications campaigns. Skilled at maneuvering matrixed organizations while building consensus cross-functionally. Committed to creating collaborative working environments while paving the way for employee advancement. Dedicated to continuous improvement.

SKILLS

Brand management	Content development	Executive advisor	Public relations
Board communications	Copy editing	Internal communications	Reputation management
Budget management	Crisis communications	Media relations	Stakeholder engagement
Campaign management	Data analytics	Mentoring and training	Strategy development
Change management	Employee engagement	Program management	Survey design & analysis

EDUCATION

Macquarie University Sydney, Australia
● M.A., International Law, Governance & Public Policy

Northern Arizona University Flagstaff, Arizona
● B.S., Advertising
● B.S., Public Relations

KEY EXPERIENCE

Communiqué PR, Seattle, WA 2023 – Present
Account Director (2024- Present)

Account Manager (2023 – 2024) *contract, temporary role

- Create internal communications and public relations strategies to achieve clients' business objectives
- Conduct survey analyses to inform internal communication strategies
- Develop and execute a healthcare go-to-market strategy; surpassed annual revenue goal within four months
- Establish thought leadership for executives (e.g., awards, speaking opportunities and bylined articles)
- Increase revenue by over \$700k/year; develop winning proposals and SOWs; build existing accounts
- Lead system-wide change management for Providence; increased internal engagement by over 20%
- Manage multiple accounts across the aerospace, infrastructure, healthcare and technology industries
- Provide media training to executives at client companies, sharing best practices to prepare them for interviews
- Secure earned media coverage on behalf of clients in industry, national and international publications
- Supervise junior staff, offering guidance on content development and messaging; edit materials
- Write strategic communication plans; manage execution; analyze results and present findings to clients

MBAKS, *Director of Communications & Marketing*, Bellevue, WA 2020 – 2023

- Acted as the head of communications, marketing and events; reported directly to the CEO
- Built and led a multidisciplinary team of ten; identified areas for improvement and KPIs; fostered an inclusive work environment that empowered my team to grow, resulting in five promotions
- Collaborated with stakeholders from other organizations to develop successful marketing campaigns (e.g., health trust marketing with CBS and Regence resulted in 476 new members, 158% of the original goal)
- Managed department's budget and negotiated vendor contracts, coming under budget every year
- Oversaw the development of creative storytelling through content that built awareness, drove engagement and inspired action in support of priority outcomes (e.g., website content, blogs, magazine, newsletter, social media)
- Worked closely with the advocacy team to develop public relations strategies that achieved policy objectives

Stanford Health Care, Marketing Manager, Menlo Park, CA 2019 – 2020

- Built and maintained strong relationships with key stakeholders (executives, physicians, board members, etc.), including repairing a fractured relationship between Stanford and ValleyCare stakeholders
- Created and implemented strategic marketing plans that utilized traditional and digital marketing tactics
- Led cross-functional teams for various large-scale projects, including the Integrated Strategic Plan (ISP) and updated website platform for Stanford Health Care- ValleyCare
- Managed the marketing and brand integration of Stanford Health Care- ValleyCare into Stanford Medicine's broader portfolio (also managed the marketing efforts for several of Stanford Medicine's other service lines)
- Presented marketing activities to stakeholders, optimizing tactics when necessary

Multiple Companies, Freelance Graphic Designer, Santa Rosa, CA 2017 – 2020

- Led brand development and designed print and digital collateral (Adobe Creative Suite) *Never a full-time role*

St. Joseph Health, Santa Rosa, CA 2015 – 2018

Regional Communications & Marketing Manager (2017 - 2018)

Communications & Marketing Coordinator (2015 - 2017)

- Acted as the Public Information Officer (PIO) during the two-week-long 2017 Tubbs Fire; wrote and distributed communications for staff, media, and the community; held a press conference for local and national media
- Collaborated with executives on change management initiatives, creating strategic communication plans for internal and external audiences (e.g., acquisitions, expanded service areas, and new business partnerships)
- Conducted qualitative research such as focus groups which informed communication and marketing strategies
- Defined processes (RFPs, call for concepts, etc.) for selecting new creative agencies and contractors
- Developed an array of evidence-based materials (e.g., messages, reports, fact sheets, press releases, FAQs, and data visualizations), that communicated the organization's key priorities to opinion leaders and decision-makers
- Led omnichannel marketing campaigns from strategy through to execution, measurement and reporting for five hospitals and dozens of outpatient clinics throughout Northern California; every campaign surpassed its original goal (e.g., breast screening campaign surpassed the goal by 135%)
- Managed budgets, social media and websites; using SEO and SEM to increase web traffic by >22% YoY
- Planned and managed internal and external events (e.g., cancer survivor events)
- Produced compelling videos for a variety of campaigns, including patient testimonials
- Successfully managed community relations and promoted positive brand affinity through reputation management initiatives; identified communication risks and developed strategies to mitigate those risks (e.g., developing communications during union strikes and a rebid for management of a hospital which was originally met with many naysayers, but St. Joseph Health eventually won the bid)
- Supported foundation leadership in developing and implementing communications strategies to help mobilize public- and private-sector investment in new medical equipment and services
- Presented marketing campaign metrics to various stakeholders, optimizing when necessary
- Translated complex medical topics into easy-to-understand communication pieces for a variety of audiences
- Worked on cross-functional teams to advance the organization's business goals
- Wrote and distributed employee newsletters; led recognition programs; increased employee engagement

ASNAU, Public Relations Coordinator, Flagstaff, AZ 2013 – 2014

- Designed marketing materials for the organization and wrote internal and external communications

OTHER EXPERIENCE

Seattle Humane Society, Pet Foster Parent, Seattle, WA 2023 – Present

- Foster cats who need a break from the shelter or medical care (29 so far, all of which found their forever homes)

Rebuilding Together Seattle, Board Member, Seattle, WA 2021 – Present

- Provide strategic direction to the CEO and organization at large

Surgery PR, Intern, London, UK 2012

- Staffed press days, created competitive analyses and conducted administrative duties