

Colleen Flynn

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Highly strategic, purpose-driven communications and marketing professional seeking a new challenge. Significant experience building brands and leading end-to-end creative development. Strong track record of launching effective communications and marketing campaigns featuring paid, owned and earned media. Comfortable maneuvering matrix organizations while building consensus cross-functionally around a common purpose. Committed to creating equitable, collaborative working environments. Extremely passionate about making the world a better place for all its inhabitants.

SKILLS

Brand management	Corporate communications	Marketing analytics	Reputation management
Budget management	Creative direction	Marketing operations	Strategic development
Change management	Crisis communications	Media relations	UX/UI design
Content development	Digital marketing	Mentoring and training	Video production
Contract negotiation	Executive communications	Project management	Website management

EDUCATION

Macquarie University, Sydney, Australia 2018 – 2019

- M.A., International Law, Governance & Public Policy

Northern Arizona University, Flagstaff, Arizona 2010 – 2014

- B.S., Advertising
- B.S., Public Relations

KEY EXPERIENCE

Communiqué PR, *Account Manager*, Seattle, WA 2023 – Present *temporary role*

- Create public relations strategies to achieve clients' objectives
- Conduct survey analyses to inform communication strategies
- Develop corporate communications to support change management initiatives for client companies
- Direct creative agency partners and contractors in end-to-end creative development
- Lead account activity for a variety of clients in the aerospace, infrastructure and B2B SaaS industries
- Manage clients' budgets and develop monthly reports outlining activity and the associated costs
- Provide media counsel to executives at client companies, preparing them for media 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
- Write compelling narratives for a variety of clients, ensuring alignment across all brand standards and AP style

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

- Acted as the head of communications, marketing and events, reporting directly to the CEO
- Built and led a multidisciplinary team of ten; identified areas for improvement and KPIs; supported 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 BlueShield resulted in 476 new members, 158% of the original goal
- Defined quantitative and qualitative research objectives to inform communication and marketing strategies; applied audience data to develop insights, evolve brand and editorial strategies, and improve engagement
- Managed department's budget and negotiated vendor contracts, coming under budget every year; supervised Business Development Manager who achieved record-setting advertising and sponsorship revenue
- 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, metrics and results to stakeholders; optimizing tactics when necessary

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

- Assisted with brand development for various clients *Never a full-time role*
- Designed print and digital collateral (using Adobe Creative Suite)

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

Regional Communications & Marketing Manager (2017 - 2018)

Communications & Marketing Coordinator (2015 - 2017)

- Acted as Public Information Officer (PIO) during 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 a broad array of evidence-based materials (including messages, reports, fact sheets, press releases, FAQ documents, data visualizations, and other creative writing materials) that communicated the organization's key priorities to opinion leaders, decision-makers, and the media
- 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 28% 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 advertising 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, including working with operational teams to ensure service lines were operating effectively before marketing their services

Associated Students of NAU, Public Relations Coordinator, Flagstaff, AZ 2013 – 2014

- Designed marketing materials for the organization, ensuring brand alignment
- Wrote internal and external communications

OTHER EXPERIENCE

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