

Catherine Laura Sweeney APR

7721 22nd Ave. NW Seattle, WA 98117 Ph: 206-782-5798 casweeney2007@hotmail.com
www.sweeney-com.com

Executive Summary

Senior communications professional, trusted strategist and versatile writer. Expertise in public relations and integrated marketing communications, including significant experience in healthcare, information technology and nonprofit/advocacy sectors.

Experience

Owner, Sweeney Communications LLC, Seattle, Wash., established 2007

Specializes in writing and communications project management that delivers on clients' business objectives. Capabilities include:

- Strategic communications, including developing key messages and communication plans
- Marketing communications, including web copy, case studies, white papers, brochures, direct mail, customer newsletters and other materials
- Employee communications, including talking points, intranet content, online newsletters and all-employee emails
- Media relations writing, including bylined articles, op-eds, news releases, and media kit content

Examples of current and recent work

- Regularly write feature articles for *REI GPS*, online newsletter reaching REI's 8,000 employees. Publication is a 2010 International Association of Business Communicators (IABC) Gold Quill award winner.
- Provide ongoing writing support and marketing communications project management to Peer Consulting, a healthcare information technology consulting firm. Responsibilities include development of print collateral, web copy, presentation content and sales support communications.
- Prepared a series of media advisories for REI Public Affairs on REI grants to environmental stewardship organizations.
- Completed a series of 40 assignments (book jacket and marketing copy) for Corwin Press, a leading publisher for preK-12 educators.

Communications Manager, GE Healthcare (formerly IDX Systems Corporation), Seattle, Wash., 2001 – 2006 (promoted from Senior Marketing Communications Specialist)

- Developed and managed public relations program for IDX Carecast, an enterprise-wide electronic medical records system used by leading healthcare organizations in the U.S., United Kingdom and Canada. Achieved a 185 percent increase in media coverage (in terms of comparative ad value).
- Managed day-to-day relationship with PR firm, including creating strategic plans, ongoing collaboration, review of deliverables and budget tracking.
- Led development of all news releases for Carecast, supporting quarterly investor meetings, trade show activities and other key events. Coordinated release development with investor relations team and legal counsel.
- Contributed communications expertise to major company initiatives, including first Carecast "go-live" (software activation) in the United Kingdom and IDX/GE roll-out at Healthcare Information Management Systems Society.
- Wrote and edited marketing materials executive talking points, main Carecast sales brochures, white papers, case studies, customer newsletters and employee communications materials for 600-employee operating unit. Managed other writers as needed.

- Recognized by Carecast General Manager with “On the Spot” Award (highest level employee award) for PR program.

Marketing Communications Specialist, HBS International (HBSI) (now Solucient LLC) Bellevue, Wash., 1999 – 2001

- Managed proposal responses for healthcare information technology company specializing in performance benchmarking software. Wrote successful proposal for company’s largest multi-hospital sale. Received award from sales team for overall contributions to proposal process.
- Served as in-house marketing writer and assumed management of company’s PR program.

Senior Associate, The Wiley Brooks Company, Seattle, Wash., 1998 – 1999

- Conducted media relations and writing for PR firm’s corporate and public sector clients, resulting in positive coverage by Seattle-area print and broadcast media.
- Worked with Snohomish Health District to write 12 by-lined articles on health topics, published in *Herald* newspapers.

Public Relations Specialist, Swedish Covenant Hospital, Chicago, Ill., 1996 – 1998

- Effectively pitched stories to Chicago media and served as front-line, 24-hour contact for media inquiries. Established and drafted monthly “Ask the Doctor” column for community newspapers (80,000 circulation), working closely with hospital’s medical staff.
- Worked as part of three-person team to carry out grand opening ceremonies for \$45 million medical pavilion, including open house for 3,000 guests.
- Wrote and edited monthly newsletter for hospital’s 1,000 employees.

Junior Associate, Prospect Associates, Rockville, Md., 1995 – 1996

- Contributed writing and PR skills to health communications campaigns by the National Cancer Institute, the United States Department of Agriculture and the Centers for Disease Control and Prevention.
- Managed media relations for two national conferences on tobacco prevention, earning coverage in major metropolitan media and nationwide.

Communications/Development Assistant, the Centre for Development and Population Activities, Washington, D.C., 1992 – 1994

- Drafted grant proposals to private foundations, resulting in new funding for non-profit organization focused on international women’s health. Provided project assistance.

National Media Coordinator, The Population Institute, Washington, D.C., 1991 – 1992

- Secured interviews with major metropolitan media for president of international family planning advocacy organization. Wrote and placed by-lined op-eds.

Education

BA with Honors in English, Oberlin College, Oberlin, Ohio

Professional Accreditation and Memberships

Accredited in Public Relations (APR) by the Public Relations Society of America (PRSA)

Member, PRSA, Puget Sound Chapter

Member, American Marketing Association, Puget Sound Chapter