

Kelly L. Griffin: Summary Highlights of Professional Background

- More than 25 years professional experience:
 - Healthcare – 20 years leading the marketing, sales and public relations function in two different environments – first, a multi- location, nonprofit behavioral healthcare system, and second, an independent, multi-location, not-for-profit 210-bed medical-surgical healthcare system. In both systems, responsible for marketing to healthcare professionals, corporate management, employee assistance programs and consumers; system-wide strategic planning including locating and opening regional outpatient centers. Outside contractor/consultant to healthcare organizations for seven years. Also provided editorial supervision and writing for medical education symposia, journal articles, wrote/edited/published quarterly publications for consumers and for healthcare professionals. Significant online and traditional content creation and management. Two years of marketing and referral development to healthcare professionals for inpatient and outpatient physical rehabilitation.
 - Business – diverse types of businesses, industries, fields and trade association experience
 - Human Resources
 - Technology
 - Nonprofit
 - Education
- Results-oriented professional who tracks ROI for professional referral development, community outreach, fundraising, marketing communications and other projects. Strong fiscal skills – has developed and successfully administered a more than \$2 million budget.
- Regular, monthly contributing editor/writer for a business (human resources) trade publication for nine years and a variety of freelance editorial projects for traditional consumer and business publications. Blog freelance writer for <http://www.thecmosite.com>.
- Managing editor experience for regional magazine, annual business publication and several specialty publications such as tourist guides, older adult services, and a quarterly family publication (approximately one year of project work prior to the company selling). Samples of work available.
- Excellent leadership and team-building skills with 20 years experience in managing direct reports, collaborative task forces of peers and superiors as well as volunteers.
- Successful entrepreneur, operating own business on a full-time basis for several years.
- Consistent award-winning work throughout career (60 regional and national awards).
- Seasoned professional with extensive expertise in both crisis communications and proactive media relations resulting in coverage by local, regional and national media.
- Educator, a member of adjunct faculty for Rider University, Lawrenceville, NJ, for 6 years teaching sophomore, junior and senior public relations courses in the Department of Communication.
- Mentor, who has encouraged and supported individuals in determining chosen career paths, steering students and employees toward appropriate coursework, internships and volunteer opportunities to further their knowledge.
- Technological strengths include many software programs, PC and Mac computer literacy. Special areas of expertise include Dreamweaver, Drupal, Joomla, WordPress and some familiarity with Adobe Enterprise Manager for website content creation and content management.
- Recent website projects include: www.livinglandscapes.com , www.beebehealthcare.org, www.healthiersussexcounty.com (project management, editing and some writing of content, testing), and www.ets.org (part of content team that completely reworked the Educational Testing Service website in 2005 – 5,000 pages), www.damarcom.com/testing_zone/laurelwood/ (project management, planned site structure, wrote, edited content, managed design process for Windsor-Laurelwood Center for Behavioral Medicine in 2005 as Laurelwood Hospital and then again in 2007 as Windsor Laurelwood).
- Volunteer and Board leadership/membership: served as president, vice president, board member and volunteer of a hands-on board of directors for Womanspace, Inc., a nonprofit agency in New Jersey serving victims of domestic violence and sexual assault – working within such areas as communication, policy development, fundraising, new programming and building acquisitions for more than 20 years. Served as a volunteer working with local police departments to serve domestic violence victims as a domestic violence victim response team member. Also served on the Board of Directors as Second Vice President for Captain's Cove Golf & Yacht Club Association, overseeing a private community of more than 3,000 properties.
- Master of Arts degree in management with a concentration in marketing management, Bachelor of Arts degree in journalism/communication.

TRADITIONAL RESUME

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PROFESSIONAL EXPERIENCE:

Kelly Griffin & Associates: Marketing Communications/Creative Business Solutions – May 1999 to Present.

Overall Function: operating a marketing communications and public relations consulting business, consisting of strategic marketing and public relations planning and execution of projects, media relations and crisis communication management, creative concept development, writing of print and radio advertising, diversified collateral, web site development, new business development, operations and sales management consulting. Some client types include: technology consulting companies, e-commerce, e-information companies, technology and business trade associations, publishers, financial services, business services such as information management, IT consulting, accounting firms, healthcare companies, organizations and systems, advertising agencies and landscaping design companies.

Blog Freelance Writer for <http://www.thecmosite.com>, Contributing Editor and Writer for Best Practices in HR from 2002 – 2011, Managing Editor of New Jersey regional lifestyle magazine and regional guidebooks – February 2003 – February 2004, freelance writing for traditional and online publications and companies such as: Women's eNews, NJ Biz, Freeagent.com, Pro2net.com (SmartPros.com) and Careerbay.com. Articles targeted to consumers, independent contractors, businesses, human resources professionals, insurance professionals, job seekers, individuals planning to relocate, managed care professionals and healthcare professionals.

Major Accomplishments and projects detailed throughout website, <http://www.kellygriffin.com>.

Beebe Healthcare: Director, Marketing and Communications (5.5 years)

Overall Function: planned and directed the independent, not-for-profit, medical-surgical healthcare system's corporate marketing and public relations program, including preparing and operating within a \$2 million budget, supervising a staff of five and managing the organization's relationship with a graphics design firm and an agency. Most responsibilities listed below cover the responsibilities at Beebe as well.

Carrier Clinic (formerly Foundation): – Director, Marketing and Community Outreach (14 Years)

Overall Function: planned and directed the behavioral healthcare system's corporate marketing and public relations program, including preparing and operating within a \$1.2 million budget, supervising a staff of eight and managing the organization's relationship with an advertising agency.

Responsibilities included: developing the annual corporate marketing plan, directing the professional liaison (sales) program, overseeing the marketing function for the hospital, all inpatient programs/service lines and for all outpatient locations, directing the public relations program, conducting marketing research, creating collateral materials, advertising and planning and promotion of new services and programs.

Major Accomplishments:

- Initiated and expanded the marketing and sales functions for the entire behavioral healthcare system and the medical-surgical healthcare systems including research and strategic marketing planning, direction, training and hiring of sales representatives, analysis of market and patient data with responsive marketing direction changes. Developed account management strategies to maintain and increase professional referrals of patients to Carrier's continuum of care. Implemented sales management/customer relations management system and trained staff in its use.
- Ongoing involvement in major expansion of outpatient services and development of regional behavioral healthcare system including analysis of current market trends, targeting of center locations and making recommendations regarding new centers. Similar responsibilities at Beebe Healthcare.
- Planning, initial start-up and promotion of successful outpatient centers including partial hospital, intensive outpatient addiction treatment and traditional outpatient programming and medical-surgical outpatient services such as lab, radiology/imaging and physical rehabilitation. Also directed behavioral health center directors in developing and implementing marketing plans specific to their centers based on the corporate plan.
- Served as an integral member of the organization's business development team at Carrier and played a major role in all planning efforts and decisions to expand or diversify services.

- Initiated and created Carrier's managed care function. Continued involvement with marketing strategies for Carrier's managed care function and completed two terms serving on the Board of Trustees, New Jersey Society of Managed Care Executives.
- Relationship marketing initiated. Development of patient, professional, media and community database to maintain ongoing contact with target markets for specific product lines.
- Designed and implemented a highly effective crisis communication program for media and key publics.
- Developed and implemented highly successful community and professional education programs.
- During a 10-month period as interim director of Grants and Contributions in addition to the marketing responsibilities at Carrier, served as the project leader for a grant proposal to Robert Wood Johnson Foundation. A grant for \$200,000 was received. Also directed the development of a proposal that resulted in a \$10,000 grant and conducted Carrier's annual fund appeal.
- Created and maintained the organization's award winning website from 1996 – 1999, www.carrier.org.
- Received 58 national, regional and statewide awards for marketing, advertising and public relations projects.

Rider University: Adjunct Faculty Member (6 years during Kelly Griffin & Associates tenure prior to leaving PA/NJ area)

Overall Function: Teaching public relations courses within the Communication Department to college sophomores, juniors and seniors including Public Relations, Public Relations Cases and Campaigns, Publicity Methods.

New Jersey National Bank – Employment Administrator and Employee Services Administrator/Internal Communications

St. Lawrence Rehabilitation Center – Public Relations Coordinator /Marketing and professional referral development for physical rehabilitation services (inpatient and outpatient)

New Jersey Marine Sciences Consortium – Public Relations Consultant

VOLUNTARY PROFESSIONAL EXPERIENCE

Captain's Cove Golf & Yacht Club, Greenbackville, VA – Member, Board of Directors, November 2009 – November 2012 as Second Vice President. Responsibilities include overseeing the operations and financial management of a 3,000 plus property private community and amenities. **Cove Owners Inc.** – President, Board of Directors, May 2008 – November 2009, elected Board member since 2007.

Womanspace, Inc., Mercer County, NJ – Member, Womanspace Advisory Council, Past President and Vice President of the Board of Directors and Past Chairperson, Planning and Development Committee and Outreach Committee. Volunteer work with Womanspace encompassed more than 20 years and only ended when Kelly Griffin & Associates relocated to Virginia. Board responsibilities included: formulating and administering the mission, policies and procedures for the non-profit organization, which serves victims of domestic violence; developing new programs, determining annual budget. Kelly Griffin & Associates produced, structured, edited and wrote some of two versions of the Womanspace Web Site. Also served as a Domestic Violence Victim Response Team volunteer client advocate.

New Jersey Society of Managed Care Executives – Past Member, Board of Trustees

New Jersey Hospital Association – Past Member, Public Perception and Community Relations Committee

CURRENT PROFESSIONAL AFFILIATIONS

Society for Healthcare Strategy and Market Development of the American Hospital Association
Chamber of Commerce for the Greater Milford Area (Delaware)

PAST PROFESSIONAL AFFILIATIONS

Eastern Shore of Virginia Chamber of Commerce
American Association of University Professors
New York New Media Association
New Jersey Healthcare Public Relations and Marketing Association
New Jersey Society of Managed Care Executives
National Association of Psychiatric Healthcare Systems
Chambers of Commerce: Princeton Area, Mercer County and Somerset County in NJ, all Sussex County chapters in DE
Sigma Delta Chi – The Society of Professional Journalists

EDUCATION

Central Michigan University – Master of Arts degree – Management and Supervision – Concentration in Business Management/Marketing – cumulative average 3.97.

Rider University – Bachelor of Arts degree – Major in Journalism/Public Relations – cumulative average 3.56. Graduated magna cum laude.