

# ELIZABETH A. WINTER, M.A.

## COMMUNICATIONS / MARKETING PROFESSIONAL

Experienced and dedicated communications, marketing and public relations professional recognized for leadership, depth and breadth of skills, consensus-building, relationship development, service excellence, managing projects and people. Skilled in writing, planning, organizing, motivation, training others and directing teams. Demonstrated accomplishments in:

- Management / Supervision
- Communications
- Marketing / Public Relations
- Collateral Materials – Print / Web-based
- Project Management
- Writing / Producing Newsletters
- Budget Development and Management
- Online Marketing / Social Media
- Brand Management
- Event Planning

## PROFESSIONAL EXPERIENCE

**BVU: The Center for Nonprofit Excellence**, Cleveland & Akron, OH **2012 to present**  
BVU is a highly successful program for training and placing business professionals and executives on nonprofit boards of directors and helping provide consulting services to the nonprofit sector.

### **Regional Vice President**

Responsible for business development in Summit, Medina, Portage and Stark counties; aligning nonprofit organizations with the leadership training and skills necessary to accomplish their mission, nonprofit consulting, fund development and donor relations, and management of the Akron regional office and staff.

**SUMMA HEALTH SYSTEM**, Akron, OH **1986 to 2011**

Summa Health System is one of the largest integrated healthcare delivery systems in Ohio, encompassing a network of hospitals, community health centers, a health plan, a physician-hospital organization, a multi-specialty physician organization, research and multiple foundations.

### **Regional Manager, Marketing** (2008 to 2011)

Directed all marketing, communications and public relations for Summa Barberton Hospital and Summa Wadsworth-Rittman Hospital, coordinating campaigns with corporate strategic plans.

- Developed and implemented marketing plans for key service lines and other lines of business for two nonprofit community hospitals resulting in increased admissions of 9.1% and 5.5% respectively.
- Directed the Partnership Program with the American Red Cross to increase blood donors, surpassing our donor goal by 50% and saving the hospital \$120,000 in blood purchases over three years.
- Led the Inpatient Satisfaction Improvement Team, raising patient satisfaction scores for five patient satisfaction concerns an average of nine percentile points in one year.
- Developed and implemented communication plans for key internal and external announcements
- Created newsletters, wrote and produced collateral materials.
- Directed online marketing and communication including the website, pay-per-click and social media campaigns
- Served as the local media liaison /spokesperson, developed and pitched stories to news reporters

- Directed community relations activities, including the hospital's participation in key community events and served on three community boards and numerous area committees.
- Coordinated all special events such as open houses, groundbreaking and dedications, and participated in community events such as fundraisers and health fairs.
- Wrote speeches for the senior leadership team for both internal and external presentations.
- Served as regional brand manager, directed the rebranding of two community hospitals.
- Supervised two employees, university interns and project volunteers

**Director of Public Relations and Marketing**, Wadsworth-Rittman Hospital (1986 to 2008)

- Developed and implemented all marketing, communications and public relations activities.
- Directed the Partnership Program with the American Red Cross to increase blood donors, surpassing our goal by 50% and saving the hospital \$75,000 in blood purchases over three years.
- Developed and directed the growth of an affinity program for senior citizens, maintaining a membership of more than 6,300 loyal members from the local community.
- Designed and taught service excellence classes for more than 1,000 employees and volunteers.
- Designed and developed the website and produced all content, garnering more than one million hits per year from unique domains.
- Served as the media liaison, developing and pitching stories, arranging leadership interviews, all resulting in an average of one story per week in local newspapers.
- Coordinated all special events such as open houses, groundbreaking and dedications, and participation in community events such as fundraisers and health fairs.
- Produced videos about the hospital's services and history
- Scripted and produced a health information series for local cable television.
- Served as brand manager, directed name change and rebranding of the hospital.
- Directed a free bus transportation service.
- Operated the physician referral service.
- Supervised four employees, university interns and project volunteers.

**The University of Akron**, Akron, OH

**1984 to present**

The University of Akron has nearly 30,000 students enrolled in its 300 associate, bachelor's, master's, doctorate and law degree programs and 100 certificate programs at sites in Summit, Wayne, Medina, Cuyahoga and Holmes counties. The Princeton Review listed UA among the "Best in the Midwest" in its 2011 edition of Best Colleges: Region-by-Region.

**Senior Lecturer** (Began as a Graduate Assistant and was regularly promoted to the current, highest level.)

- Develop and teach communication courses including Effective Oral Communication, Introduction to Public Speaking, Interpersonal Communication and Survey of Mass Communication.
- Coach students regarding communication and presentation skills, resume-writing and interviewing.

**Senator John Glenn, United States Senate**, Washington D.C.

**1986, fellowship program**

Senator John Glenn was a United States Senator from Ohio from 1974 to 1999.

**Press Secretary Assistant**

- Wrote and distributed media statements, news releases, floor statements and constituent letters.
- Wrote speeches, organized press conferences and other events, regularly communicated with the media.

**EDUCATION**

**Master of Arts, Communication**, The University of Akron, Akron, OH

**Bachelor of Arts, Communication and Rhetoric**, The University of Akron. Akron, OH