



Kelly L. Griffin – Highlights of Professional Background

- More than 20 years professional experience:
 - Healthcare – 15 years leading the marketing, sales and public relations function for a multi-location, nonprofit behavioral healthcare system, marketing to healthcare professionals, corporate management, employee assistance programs and consumers, system-wide strategic planning task forces including locating and opening 9 regional outpatient centers, 6 years as outside contractor/consultant to healthcare organizations. Also wrote, edited and produced publications for both consumers and healthcare professionals throughout this time period; and provided editorial assistance for medical education symposia and journal articles.
 - Business – diverse types of businesses, industries, fields and trade association experience
 - Human Resources
 - Technology
 - Nonprofit
 - Education
- Results-oriented professional who tracks ROI for community outreach, fundraising, marketing communication and other projects. Strong fiscal skills – has developed and successfully administered a \$1.2 million budget.
- Contributing editor/writer for a trade publication (6 years to date) and a variety of freelance editorial projects for consumer and business publications.
- Brief stint as managing editor 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, management and team-building skills with 15 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 8 years.
- Consistent award-winning work throughout career (60 regional and national awards).
- Veteran in both crisis communication 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.
- Mentor, who has encouraged and supported individuals in determining chosen career paths, steering students toward appropriate coursework, internships and volunteer opportunities to further their knowledge.
- Technological strengths include many software programs, PC and Mac computer literacy.
- Recent website projects include: www.phx-online.com (project management, wrote, edited content), www.ets.org (part of content team that completely reworked the Educational Testing Service website), www.laurelwoodhospital.com/index_06.html (project management, planned site structure, wrote, edited content, managed design process).
- Volunteer and Board membership: served as president, vice president, board member and volunteer of a hands-on board of directors for 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. Served as a volunteer working with local police departments to serve domestic violence victims as a domestic violence victim support team member.
- Has both a master of arts degree in management with a concentration in marketing management, and a bachelor of arts degree in journalism/communication.