

Kathryn D. Stroppel

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Employment History

Director of Communications and Marketing, College of Public Health and Human Sciences | Oregon State University, Corvallis, Ore.

Lead marketing and communications strategy; serve as dean's speechwriter and communicator. Produce print collateral and online content, plan and execute events, and create and execute the college's strategic communications plan. Serve on dean's administrative team and work with faculty on a variety of communication initiatives, from recruitment to engaging alumni and donors. Work collaboratively with the OSU Alumni Association and OSU Foundation. Partner with University Marketing to ensure branding and message alignment. Work with photographers, videographers, designers, vendors, news media and other stakeholders. Built online magazine and created foundation for young alumni relations program. Spearheaded strategic communications surrounding the college's accreditation as Oregon's first accredited college of public health. Supervise two staff members and a student worker. Aug. 2011-present

Freelance Writer/Editor

Current and past clients include the University of Missouri, New York Institute of Technology, *Strategic Health Care Marketing* and *EHealthcare Strategy and Trends* newsletters and MU Health. Sept. 2003-present

Editor | A.T. Still University, Kirksville, Mo.

Responsible for planning, writing, editing and leading the redesign of the award-winning *Still Magazine*, an alumni magazine for the five schools and two campuses that comprised A.T. Still University. Led the magazine's online companion at stillmagazine.atsu.edu and initiated social media outreach. Performed variety of additional writing, editing, marketing, media and pr functions. May 2007-July 2011

Director of Strategic Communication | A.T. Still University, Kirksville, Mo.

Responsible for all advertising, marketing and pr functions; web planning; special publications; and media relations. Supervised staff. Led CASE-winning, university-wide visual identity/branding campaign, creating and implementing a new university wordmark and redesigning all university publications and electronic media. Created the university's first viewbook. Received first-place CASE award for publications program improvement. April 2005-May 2007

Manager, Corporate Communications | SSM Health, St. Louis, Mo.

Supported the public relations and marketing functions of a 21-hospital Catholic healthcare system, including speech writing, media relations, web management, and presentations and speeches for system executives including the CEO. Wrote and edited the system's internal/external newsletter and provided strategic support. Worked closely with members of system senior management and provided public relations support to member hospitals. Played role in preparation and promotion of system being named the first healthcare organization to win the Malcolm Baldrige National Quality Award, the nation's top quality award. Oct. 2001-Sept. 2003

Manager, Marketing & Public Relations | North Florida Regional Medical Center, Gainesville, Fla.

Responsible for planning, implementing and evaluating all marketing and public relations functions, including budgeting, advertising, graphic design, photography, production and media placement; coordinated web content and marketing; planned special events internally and in the community; served as hospital spokesperson; wrote and edited newsletters for various publics; worked with community groups in a variety of sponsorships and events; served on several community boards; on call 24 hours; supervised two part-time staff members and an intern. May 2000-Oct. 2001

Director of Publications and Promotions | Missouri Hospital Association, Jefferson City, Mo.

Redesigned and marketed MHA's website; served as MHA's primary editor; created new external publication and served as editor; served as writer/editor/designer of various publications; served as editor for weekly newsletters to member hospitals; coordinated publications and publicity related to MHA's annual convention; hired and supervised two staff members and intern; worked with various printers and designers; created new style and editing guide; played key role in development of new visual identity; assisted media. Sept. 1997- Jan. 2000

Information Specialist | University of Missouri Health Sciences Center, Columbia, Mo.

Wrote, edited and coordinated printing and distribution of monthly employee publication; wrote for several internal and external hospital and medical school publications; handled media requests. Oct. 1995-Sept. 1997

Lifestyles Editor | *Sedalia Democrat*, Sedalia, Mo.

Coordinated, wrote, edited and designed medical news and feature stories for "Living Today" on a daily basis; supervised an assistant writer. Sept. 1994-June 1995

Education and Professional Development

- **University of Missouri-Columbia**, 1991-1994. Bachelor of Journalism degree, magazine emphasis
- **Paris Reporting Project**, 1993. Participated in intensive, six-week journalism study abroad program in Paris, France, sponsored by the University of South Carolina.
- **Moberly Area Community College**, 1990-1991. General studies
- **Conversational Skills for Convening People and Influencing Decisions**, 2015, 2016, 2017
- **CPHHS Leadership Development Program**, 2016
- **Optimizing our Philanthropic Opportunity, Advancement Resources**, 2016, 2017, 2018
- **Mental Health First Aid**, certified 2019

Professional Associations and Service

- **Volunteer activities:** Jefferson Elementary auction, Girl Scouts, Majestic Theatre
- **CASE**. 2003-present
- **Leadership Corvallis**. 2012-2013
- **Women of Today**, 2003-2011. Secretary and member of the year, 2005; vice president, 2009.
- **Public Relations Society of America**. July 2000-2007
- **Missouri Association for Healthcare Public Relations and Marketing**. Oct. 1995-Sept. 2003
- **Florida Society for Healthcare Public Relations and Marketing**. May 2000-Oct. 2001

Honors and Awards

- CASE District VIII. **Fundraising, Special Event and Other Communications**, bronze, 2015; **Alumni, Student, Donor and Community Engagement**, silver, 2015, 2016; **Branding and image development/Identity programs and projects**, silver, 2014; **Special purpose publications**, college image piece, bronze, 2014; **Design improvement/print**, silver, 2013; **Websites**, gold, 2012; bronze, 2014; bronze, 2015
- CASE District VI. **Best online magazine**, silver; best video, silver, 2011
- AACOM. **Best magazine**, third place, 2009; first place, 2010; second place, 2011, 2012
- Women of Today. First place **external communications program**, 2009
- CASE District VI. **Best website**, silver, 2006; **publications program improvement**, gold, 2006
- AACOM. **Best development publication**, second place, "Annual Report 2004," 2005
- Florida Society for Healthcare Public Relations and Marketing. **Internal publication award**, 2001
- American Heart Association. **Eugene Field Media Award**, first place, 1996; third place, 1993
- Missouri Association for Healthcare Public Relations & Marketing. **Internal Publications**, second, 1996, 1997
- Thomson Newspapers. Second place, **design/graphics**, 1994; third place, **non-deadline writing**, 1994
- **William Randolph Hearst Award in Feature Writing**, 1993