

**Jennifer J. Salopek**  
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- Award-winning communications leader with more than 25 years of experience in traditional, digital, and social media, consulting, and nonprofit management
- Strong exposure in the health care vertical
- Specializing in high-profile, mission-critical projects.

### **SELECTED HEALTHCARE CLIENTS**

American Academy of Otolaryngology  
American College of Cardiology  
American Gastroenterological Association  
Association of American Medical Colleges  
Healthcare Leadership Council  
National Organization on Disability  
Patient-Centered Primary Care Collaborative  
Society for Interventional Radiology

### **CAREER HISTORY**

**Strategic communications consultant**, McLean, VA. For the past 15 years, I have assisted corporate, association, and nonprofit clients with their communications challenges. These projects have ranged in scope from small writing and editing projects to large-scale creation and implementation of communications strategy. Sample projects include:

- Blog concept, creation, editorial management, Wing of Zock and Twitter feed, AAMC
- Feature articles, *Interventional Radiology Quarterly*, SIR
- Theme concept, development, writing, 2012 and 2015 Annual Reports, SIR
- Substantive editing, *Progress and Promise* (special report), PCPCC
- Live blogging and tweeting, Stanford Medicine X Conference
- Contributing blog editor, *Healthcare: The Journal of Delivery Science and Innovation*
- Creative writing, proposal vignettes, HLC

**Account Executive**, Westbound Publications, McLean, VA. As an account executive at this editorial and design firm, I oversaw the editing, design, and production of publications for such diverse clients as APICS, Mount Vernon Printing, and Global One/Equant. A layoff during the economic downturn of early 2001 inspired my transition to freelancing.

**Senior Editor**, *Training & Development*, American Society for Training & Development. Alexandria, VA. As senior editor, I was responsible for soliciting and editing volunteer-written articles as well as authoring original material. I also served as production editor, entering last-round changes on pages in QuarkXPress, and was responsible for several regular columns, including technology and book reviews. I initiated the extremely popular annual feature, "Training's New Guard," which later went on to become a monthly column. I still author the

profiles of award winners of ASTD's Excellence in Practice and BEST awards, among other projects.

**Executive Director**, University & College Designers Association, Alexandria, VA. As the organization's first executive director, I relocated the association's national headquarters from South Bend, Indiana, to Old Town Alexandria. Worked with all-volunteer board of directors to conduct and manage the daily operations of a 1,200-member national association, including membership services, conference planning and management, a quarterly magazine, and corporate sponsorships.

**Director of Marketing & Communications**, The Madeira School, McLean, VA. As the school's first director of marketing and communications, I was responsible for total overhaul of institutional identity program in conjunction with external consultants. During my tenure, I became guardian of Madeira's visual image in all its forms, from admissions materials to development and alumnae publications to stadium cups and window decals. Madeira won CASE Gold Medals for its admissions viewbook and alumnae newsletter under my leadership, and a UCDA award of excellence for admissions viewbook. I handled all press and media relations, as well as speaking engagements for the headmistress. I supervised 1.5 administrative office staff and one freelance graphic designer; worked with printing and mailing suppliers. During my four years there, Madeira successfully overcame admissions challenges and completed a successful \$18.5 million capital campaign.

## **MEMBERSHIPS**

Association of Health Care Journalists  
Association of Healthcare Publications Editors  
American Society of Journalists and Authors  
Editorial Freelancers Association

## **EDUCATION**

Publications Specialist Certification, The George Washington University  
Bachelor of Arts in English, University of Virginia

<https://about.me/jennifersalopek>