

# JENNIFER J. SALOPEK

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McLean, Virginia

## SUMMARY

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Seasoned communications and publishing professional with extensive experience in academic medicine, healthcare, and public health. Expert writer/editor for traditional and digital channels. Adept at translating health jargon into clear, actionable prose. Exceptional project management skills, including navigating multiple stakeholders, conflicting deadlines, and competing priorities. Total self-starter with proven track record of repeat and referral business.

## CORE COMPETENCIES

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|----------------------|-------------------------------------|
| • Writing/Editing    | • Strategic Communications Planning |
| • Media Relations    | • Executive Communications          |
| • Awards Submissions | • Social Media                      |
| • Project Management | • Speechwriting/Ghostwriting        |

## ACCOMPLISHMENTS

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Built and sustained a successful consulting business from the ground up, serving diverse clients including corporations, advocacy groups, professional associations, medical specialty societies, and nonprofit organizations.

## EXPERIENCE

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| <b>2001-Present</b> | <p>Strategic Communications Consultant</p> <p>Partner with clients to solve communications challenges in support of evolving and established healthcare policy. Craft strategy and messaging to engage diverse audiences. Ensure alignment with client strategy, brand, and mission. Plan, research, write, and edit deliverables ranging from Congressional testimony to major multiyear reports. Assemble ad hoc teams to meet project needs.</p> <p>Portfolio of work includes speeches, blog posts, talking points, presentations, and magazine columns for C-level executives at Cigna, Lahey Hospital, the Association of Schools and Programs of Public Health, the National Pharmaceutical Council, and the Association of American Medical Schools.</p> |
| <b>2014-2017</b>    | <p>Co-founder and Executive Director, Women of Impact for Healthcare</p> <p>Advocacy organization of women healthcare leaders interested in collective impact. Responsible for all operations including administration, financial management, membership development, and meeting planning.</p>  |

## REPRESENTATIVE CLIENT SAMPLE

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AARP – Association of Schools and Programs of Public Health – Cigna – Donaghue Medical Research Foundation – *Health Affairs* – Healthcare Leadership Council – National Pharmaceutical Council – Society for Healthcare Communication

## EDUCATION

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Bachelor of Arts in English, University of Virginia, Charlottesville, Virginia

Publications Specialist Certification, The George Washington University

## PROFESSIONAL AFFILIATIONS

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Association of Health Care Journalists, Society for Healthcare Strategy & Market Development, Women Business Leaders in Healthcare