

# C.C. STROM

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## Communications Manager and Strategist

Raising organizational visibility and strengthening relationships with stakeholders

### Executive Profile

Strategic, purpose-driven communications leader with a proven track record of crafting and delivering compelling messages to strengthen brands, engage audiences and drive results. A well-rounded expert writer and storyteller experienced in managing complex communication initiatives. Described as an inquisitive, collaborative, and well-organized colleague who goes above and beyond in assignments.

### Areas of Expertise

- Internal & External Communications
- Storytelling
- Executive Advising
- Campaign Management
- Digital & Social Media
- Brand Messaging
- Audience Engagement
- Cross-Functional Collaboration
- Public Relations
- Communications Planning
- Direct Mail and Email Marketing

### Professional Experience

#### ALLINA HEALTH

Senior Marketing and Communications Consultant

#### STROM COMMUNICATIONS, 2004 - Present

Marketing Communications and Content Consultant

#### HIRED

Communications and Content Manager

#### WELLSHARE INTERNATIONAL

Development and Communications Director

#### THE CENTER FOR VICTIMS OF TORTURE

Donor Communications Manager

### Created Value By

- Developing and implementing internal communication plans to drive employee understanding of role of philanthropy in patient care. Planning included 30+ mentions in organization-wide communication vehicles annually.
- Unifying messaging following the merger of 12 individual hospital and service line foundations, guiding internal and external audiences through organizational and branding change.
- Raising more than \$300K each year during two-week employee giving campaign.
- Building an organization's first development and communications department, creating systems and messaging frameworks from the ground up.
- Using targeted messaging and audience selection to increase donor contributions by 30% and event revenue by 66% in less than one year.

### Target Positions

- Communications Consultant/Manager
- Content Manager/Strategist
- Integrated Communications Manager
- Sr. Marketing Communications Specialist