




ISABELLA YOSUNICO

Safety Harbor, FL 34695 | 727.337.6100 | isabellayosunico@gmail.com

 www.linkedin.com/in/isabellacampolattaroyosuicoms

SUMMARY OF QUALIFICATIONS

Experienced and dynamic **Writer/Communications Professional** who is versatile, strategic and well organized. Unique balance of creative, leadership and organizational abilities honed in a wide range of settings, with health & wellness, non-profit and biotech focus. Experience includes:

- Professional Writing/Editing/Proofreading
- Internal Communications
- SMM/Web/Intranet Development
- Strategic Planning/Project Management
- Investor/Donor/Executive Relations
- Public/Media Relations
- Creative Direction/Graphic Design

Portfolio: <https://www.isabellayosunico.com/portfolio>

M.S., Management, Public Relations, **B.A.,** Communications Studies

Tech: MS Office Suite, Adobe Creative, Sprout/Social Media, Mac/Apple products

Languages: Fluent in Italian; limited conversational French & Spanish.

PROFESSIONAL EXPERIENCE

Writer/Communications Consultant

2001-Present

Selected projects and clients include:

- **Guideposts Books (2018-present)** - Contributing author to several *Guideposts* books and magazines.
- **Bon Secours Health Systems, Inc. (2011 to 2018)** - Initially hired on long-term retainer to provide diverse communications support for roll-out of new health and wellness initiative and benefits offerings. Projects included benefits guides and support materials, leader communications, quarterly newsletter, annual reports, feature articles, marketing support, and industry award submissions.
- **5-Star Medical Health Revenue (2018)** - Developed marketing brochure and website for new start-up.
- **The Seely Foundation (2017)** - Wrote development brochure for community-based foundation.
- **MedImmune, Inc./AstraZeneca (2011-2014)** - Long-term engagement to support communications with employee engagement intranet articles on R&D, health & wellness initiatives, and leadership content.
- **Independent Bible Church** - Developed and implemented comprehensive communications plan.
- **Health Analytics** - Updated image and developed new collateral for health care research company.
- **Norwalk (Ohio) Economic Development Corporation** - Developed new image and core marketing brochure.
- **The Prio Group** - Writer for specialized Medicare supplemental insurance coverage new product launch.
- **The Columbia Foundation** - Managed marketing and donor relations communications functions.

Founding President

2014-2019

MightyTykes.com

- Developed business plan, secured economic development financing and manage small side business to manufacture and market pediatric therapy wrist & ankle weights, and advocate for special needs kids.
- More than tripled sales in less than 18 months, increasing 179% from 2014 to 2015.
- Story featured in *Guideposts* magazine, with >5 million worldwide readers.
- Highlighted by Governor Earl Tomblin in 2015 *State of the State* Address.
- Extensive social media visibility including >5K Facebook likes.
- Extensive media coverage including *Washington Times*, *WV Executive* and various specialty publications.
- Secured six national resellers, one international reseller and wal-mart.com in less than 18 months.
- Clients include parents/caregivers, therapists and some of the nation's leading hospitals such as The Johns Hopkins University Kennedy Krieger Institute and Ann & Robert H. Lurie Children's Hospital of Chicago.

Director of Marketing & Donor Relations**2001 to 2002**

THE COLUMBIA FOUNDATION, Columbia, Maryland

Initially a consultant, hired to manage marketing and donor relations function for a growing community foundation serving Howard County, Maryland.

Accomplishments:

- Invited to join National Marketing Action Team (NMAT) Media Relations & Advertising Committee
- Council on Foundations (CoF) *Wilmer Shields Rich* Silver Award for Excellence for the 2001 Columbia Foundation Annual Report
- CoF *Wilmer Shields Rich* Silver Award for Excellence in Communications, Columbia Foundation website, 2002

Earlier position as Director of Marketing Communications for Magellan Health Services (1998-2000).**VOLUNTEER**

PINELLAS COUNTY, FLORIDA SCHOOLS VOLUNTEER

2016-present

Secretary, School Advisory Council (2017-2018), LunchPals Mentor, Volunteer

HARBORSIDE CHURCH, Clearwater, FL

2017-present

Ad-hoc volunteer

CALVARY CHURCH, Clearwater, FL

2016-2017

Night to Shine special needs social event, Vacation Bible School

FUMC, Berkeley Springs, WV

2009-2016

Communications Chair, Editor *Spice* Newsletter

Women's Ministry Committee

GoFriends Afterschool Program

WIDMYER ELEMENTARY, Berkeley Springs, WV - Student Tutor

2012-2016

BERKMORE PLACE ARTSPACE - Consulting Curator

2007-2009

MORGAN COUNTY INTERFAITH EMERGENCY CARE CENTER - Volunteer

2005-2008

LITERACY VOLUNTEERS OF AMERICA - Basic Literacy & ESL Tutor

2005-2007

EDUCATION & TRAINING**M.S., Management, Public Relations**

5/2016

University of Maryland University College

B.A., Communications Studies

2009

University of Maryland University College