



ISABELLA CAMPOLATTARO



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SUMMARY OF QUALIFICATIONS

Dynamic **Writer/Communications Professional** who is versatile, strategic, and highly organized. Outstanding manager and communicator, skilled at evaluating needs and crafting responsive solutions. Extensive experience developing and implementing strategic communication plans and crafting compelling content for a range of audiences and objectives, specializing in health, wellness, faith-based, and non-profit settings. Background includes:

- Strategic Planning/Project Management
- Sales & Marketing Collateral/SMM
- Websites/Content
- Leadership & Internal Communications
- Investor Relations/Annual Reports
- Media Relations/Newsletters

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

M.S., Management, Public Relations, **B.A.,** Communications Studies | University of Maryland

Tech: MSWord, Excel, PowerPoint, Adobe Products, Sprout/Social Media, Mac/Apple, G-Suite, Canva, EndNote

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

PROFESSIONAL EXPERIENCE

Writer/Communications Consultant

2001-Present

Selected projects and clients include:

- **Bon Secours Health Systems, Inc. (2011 to 2018)** - Provided diverse internal communications support including roll-out of new health and wellness initiative and benefits offerings. Ongoing communications projects include annual reports, feature articles, marketing support, and industry award submissions.
- **Guideposts Books (2015 - present)** - Contributing author to more than a dozen Guideposts books.
- **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 (2010-2014)** - 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.

Founding President, MightyTykes.com

2014-2018

- Developed business plan, secured economic development financing and manage small side business to manufacture and market pediatric therapy wrist & ankle weights for kids with special needs.
- More than tripled sales in less than 18 months, increasing 179% from 2014 to 2015.
- 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.

Earlier positions include **Director of Marketing & Donor Relations** for The Columbia Foundation (2001-2003) and **Director of Marketing Communications** for Magellan Health Services (1998-2000).

References Available on Request