



# KATHRYN STROPPEL

WRITING AND EDITING  
PUBLIC RELATIONS  
BRANDING  
MARKETING  
STRATEGIC COMMUNICATIONS  
EVENT PLANNING  
SPEECHWRITING

## CONTACT

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## PROFESSIONAL ASSOCIATIONS AND SERVICE

- **Home Life board member;** member of Development Committee, 2019-present
- **Jefferson Elementary Auction, Girl Scouts, Majestic Theatre,** 2016-2017
- **Leadership Corvallis Healthcare Day,** 2018, 2019, 2020
- **CASE,** 2003-2016
- **Women of Today,** 2003-2011
- **PRSA,** 2000-2007
- **Missouri Association for Healthcare PR & Marketing,** 1995-2003
- **Florida Society for Healthcare PR & Marketing,** 2000-2001

*For more than 25 years, I've helped higher education and health care organizations think strategically and creatively about their brand and pr, marketing and communication strategies. I see the big picture, care about details and bring solid storytelling and writing skills, curiosity, knowledge and energy to every challenge. I thrive on change, love creating something new and learning new things, enjoy challenges, am driven to improve and work to be a thoughtful and supportive leader who helps staff learn and grow professionally.*

## EXPERIENCE

### DIRECTOR OF MARKETING & COMMUNICATIONS

OREGON STATE UNIVERSITY COLLEGE OF PUBLIC HEALTH AND HUMAN SCIENCES, CORVALLIS, ORE. | AUGUST 2011 - PRESENT

Lead collegewide marketing and communications strategy, including creating and executing the college's strategic marketing and communications plan. Spearheaded strategic communications surrounding the college's accreditation as Oregon's first accredited college of public health. Led the college through two name changes and implemented a college sub-brand process and the college's first digital recruitment campaigns. Produce strategic print and online content, plan and execute events, serve on dean's cabinet, write executive communications and work with faculty and administration on a variety of initiatives. Work collaboratively with the OSU Alumni Association, OSU Foundation, University Marketing and University Admissions. Engage photographers, videographers, designers, vendors, news media and more. Hired and manage three staff members and student interns.

### FREELANCE WRITER/EDITOR/CONSULTANT

2003-PRESENT

Current and past clients include Influents, the University of Missouri, New York Institute of Technology, Strategic Health Care Marketing and EHealthcare Strategy and Trends newsletters, MU Health, and Influents. Sept. 2003-present

### EDITOR

A.T. STILL UNIVERSITY, KIRKSVILLE, MO/MESA, ARIZ.  
MAY 2007-JULY 2011

Led, planned, wrote, edited and redesigned the award-winning alumni magazine, Still Magazine. Led the creation of the online companion website and initiated university's first social media presence. Contributed to overall strategic writing, editing, marketing, media and PR functions.

### DIRECTOR OF STRATEGIC COMMUNICATION

A.T. STILL UNIVERSITY, KIRKSVILLE, MO/MESA, ARIZ.  
APRIL 2005-MAY 2007

Led CASE-winning, universitywide visual identity/branding campaign, bringing multiple schools on two campuses under the same brand, implementing a new university wordmark and reimagining all university publications and electronic media. Created the university's first viewbook. Responsible for all advertising, marketing and pr functions; web planning; special publications; event support and media relations. Led staff.

## EDUCATION AND SKILL DEVELOPMENT

- **University of Missouri-Columbia**  
Bachelor of Journalism degree, 1994
- **Paris Reporting Project**, six-week study abroad, 1993
- **Leadership Corvallis**, 2012-2013
- **Conversational Skills for Convening People and Influencing Decisions**, 2015-2019
- **CPHHS Leadership Development Program**, 2016
- **Optimizing our Philanthropic Opportunity**, OSU Foundation, 2016-2018
- **Mental Health First Aid**, Samaritan Health Services, 2019
- **Navigating Bias in Working & Learning Environments**, 2019
- **Search Advocate Training**, 2019

## HONORS AND AWARDS

- **CASE District VIII**. Fundraising, Special Event & Other Communications, bronze, 2015; Alumni, Student, Donor & Community Engagement, silver, 2015, 2016; Branding & image development/Identity programs & projects, silver, 2014; Special purpose publications, college image piece, bronze, 2014; Design improvement/print, silver, 2013; Websites, gold, 2012; bronze, 2014; bronze, 2015
- **CASE District VI**. Best online magazine, silver; best video, silver, 2011
- **AACOM**. Best magazine, third place, 2009; first place, 2010; second place, 2011, 2012
- **Women of Today**. First place, external communications program, 2009
- **CASE District VI**. Best website, silver, 2006; publications program improvement, gold, 2006
- **AACOM**. Best development publication, second place, "Annual Report 2004," 2005
- **Florida Society for Healthcare Public Relations and Marketing**. Internal publication award, 2001
- **American Heart Association**. Eugene Field Media Award, first place, 1996; third place, 1993
- **Missouri Association for Healthcare Public Relations & Marketing**. Internal Publications, second, 1996, 1997
- **Thomson Newspapers**. Second place, design/graphics, 1994; third place, non-deadline writing, 1994
- **William Randolph Hearst Award in Feature Writing**, 1993

## MANAGER, CORPORATE COMMUNICATIONS

SSM HEALTH, ST. LOUIS, MO | OCTOBER 2001-SEPTEMBER 2003

Supported pr and marketing for a 21-hospital Catholic health care system, including speech writing for the CEO, media relations, web management, and presentations and speeches for system CEO and executives. Wrote and edited the system's internal/external newsletter and provided strategic support. Worked closely with members of system senior management and provided public relations support to member hospitals. Played role in preparation and promotion of system being named the first health care organization to win the Malcolm Baldrige National Quality Award, the nation's top quality award.

## MANAGER, MARKETING & PUBLIC RELATIONS

NORTH FLORIDA REGIONAL MEDICAL CENTER, GAINESVILLE, FLA.

MAY 2000-OCTOBER 2001

Responsible for planning, implementing and evaluating all marketing and public relations functions, including budgeting, advertising, graphic design, photography, production and media placement; coordinated web content and marketing; planned special events internally and in the community; served as hospital spokesperson; wrote and edited newsletters for various publics; worked with community groups in a variety of sponsorships and events; served on several community boards; on call 24 hours; supervised two part-time staff members and an intern.

## DIRECTOR OF PUBLICATIONS & PROMOTIONS

MISSOURI HOSPITAL ASSOCIATION, JEFFERSON CITY, MO.

SEPTEMBER 1997-JANUARY 2000

Redesigned and marketed MHA's website; created and edited a new external publication; served as editor for weekly newsletters to member hospitals; coordinated publications/publicity related to MHA's annual convention; hired and supervised two staff members and intern; worked with printers and external designers; created new style and editing guide; played key role in developing new visual identity and logo; assisted media.

## INFORMATION SPECIALIST

UNIVERSITY OF MISSOURI HEALTH SCIENCES CENTER, COLUMBIA, MO.

OCTOBER 1995-SEPTEMBER 1997

Planned, wrote, edited and coordinated printing and distribution of monthly employee publication; wrote for several internal and external hospital and medical school publications; worked with news media.

## LIFESTYLES EDITOR

SEDALIA DEMOCRAT, SEDALIA, MO. | SEPTEMBER 1994-JUNE 1995

Planned, wrote, edited and designed medical news and feature stories for "Living Today" daily; wrote daily column; supervised assistant writer.

## TECHNICAL SKILLS

Adobe Creative Suite

Slack

Mailchimp

iMovie

Social media

Microsoft suite

Photography (developing)

Videography (developing)

Asana

Wordpress

Basecamp

Drupal