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Joyce Brazino

Professional Summary

Deeply experienced communicator with proven skills, knowledge and experience in publications/copywriting, strategy planning, web site content development and project management. Industrious, flexible, cost-conscious and on-time professional.

Experience

1994 – CURRENT Joyce Brazino Communications PHILADELPHIA, PA

- Marketing/copywriting business developing print materials and online information for internal and external audiences
- Grew business by ten percent annually
- Clients have included University of Pennsylvania, Mercy Health System, GailForce Communications, Philadelphia University, Albert Einstein Healthcare Network, Allegheny, Health, Education and Research Foundation, among others
- Produced internal communications to support corporate objectives
- Provided strategy alternatives to suit communications budget and goals.

1990-1994 Graduate Health System PHILADELPHIA, PA

Marketing Representative, Imaging Center

- Increased revenue through marketing and sales efforts; enhanced utilization of the Imaging Center by physicians, union groups and corporations
- Implemented “product line” approach to market specific radiology studies to targeted physician specialists. Strategies included direct mail campaigns, newsletter and brochure development and personal visitation
- Developed and analyzed patient and physician satisfaction surveys to assess perceived quality of services
- Coordinated, promoted and obtained accreditation for radiology seminars. These continuing medical education programs attracted national participation
- Successfully retained all CT and MRI referrals from a competing center city hospital’s large orthopaedic department

1986 - 1989 Methodist Hospital PHILADELPHIA, PA

Assistant Director, Public Relations

- Enhanced public and internal relations by managing an informative communications program
- Solely responsible for production of bi-monthly, 8-page newsletter: developed storyboard, wrote articles, provided photography, supervised production and distribution
- Developed brochures and weekly employee newsletter
- Established and maintained excellent media relations

Employment

1980 – 1986 Gloucester County Department of Health Woodbury, NJ

Community Health Educator

- Planned, implemented and evaluated health education programs; established media relations and public information campaigns for county health department
- Wrote weekly health column for *The Gloucester County Times*
- Supervised three-person outreach staff

Education

1980 Hunter College New York, New York

M.P.H

1977 State University College at New Paltz New Paltz, New York

B.A., Communications

1994 Episcopal Hospital School of Nursing Philadelphia, PA

Nursing Diploma

RN License # : RN-335221-L