



KATHRYN STROPPEL, MA

STRATEGIC COMMUNICATIONS
WRITING AND EDITING
PUBLIC RELATIONS
BRANDING
SPEECHWRITING
EVENT PLANNING
LEADERSHIP
ENROLLMENT MARKETING
CHANGE & CRISIS MANAGEMENT

CONTACT

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SERVICE

- Home Life, 2019-present
- Dementia Warriors, 2022-present
- Jefferson Elementary Auction
- Girl Scouts
- Women of Today

PROFESSIONAL ASSOCIATIONS

- Phi Kappa Phi, 2024-present
- CASE, 2003-present
- PRSA
- Missouri Association for Healthcare PR & Marketing
- Florida Society for Healthcare PR & Marketing

SUMMARY

Strategic communications and marketing professional able to make sense of the big picture while sticking the details, Passionate problem-solver with proven success in internal and external communications, branding, change management, developing data-driven communication strategies, managing a hybrid team and providing executive messaging in higher education and health care. Applies curiosity, knowledge, energy and integrity to every project. Employs strong storytelling and writing skills. Thoughtful, supportive, collaborative leader with a passion for building high-performing teams and fostering inclusive, transparent cultures.

EXPERIENCE

DIRECTOR OF MARKETING & COMMUNICATIONS

OREGON STATE UNIVERSITY COLLEGE OF HEALTH, CORVALLIS, OR
AUGUST 2011-PRESENT

- **Strategic Communication Leadership:** Develop and implement comprehensive internal and external communication strategies aligned with college mission and business objectives. Oversee creation of engaging content for email, web pages, webinars and digital campaigns.
- **Executive Collaboration:** Counsel dean and leadership team, advising on message development and dissemination to ensure clarity and consistency across all internal channels. Write dean's communications, including crisis and change management messaging.
- **Team Management:** Lead and mentor a team of four, providing continuous feedback, professional development and coaching to optimize effectiveness and impact. Fostering a collaborative, high-performing environment.
- **Change Management:** Spearhead communications for major organizational changes, including two college name changes, multiple leadership transitions and changes in accreditation. Promote continuous improvement in communication practices.
- **Measurement & Analysis:** Launch and manage digital enrollment marketing campaigns, improving KPIs year-over-year through data-driven insights and regular assessments of communication effectiveness.
- **Cross-Functional Collaboration:** Work closely with university partners and administration to align messaging and support university-wide initiatives, including new strategic plans.
- **Budget Management:** Manage functional budget in partnership with college leadership.

FREELANCE WRITER/EDITOR/CONSULTANT

2003-PRESENT

Influents Innovations, University of Missouri, New York Institute of Technology, Strategic Health Care Marketing and EHealthcare Strategy and Trends

EDITOR AND DIRECTOR OF STRATEGIC COMMUNICATIONS

A.T. STILL UNIVERSITY, KIRKSVILLE, MO/MESA, AZ

- Developed and implemented new university brand, wordmark and messaging, bringing campuses under a unified communication strategy.
- Advised president and senior leadership on communication strategy, including branding, website redesign, social media, and media relations.
- Worked closely with university partners on both campuses.
- Served as editor of the alumni magazine and created university's first viewbook and social media presence.

EDUCATION AND SKILL DEVELOPMENT

- Western Oregon University, master's degree in Organizational Leadership
- University of Missouri-Columbia, Bachelor of Journalism degree
- Paris Reporting Project
- Leadership Corvallis, 2012
- Conversational Skills for Convening People and Influencing Decisions
- College Leadership Development Program
- Optimizing our Philanthropic Opportunity, OSU Foundation
- Mental Health First Aid, Samaritan Health Services
- Navigating Bias in Working & Learning Environments
- Search Advocate Training
- Crucial Conversations
- Social Justice
- Addressing Microaggressions

HONORS AND AWARDS

- **CASE District VIII.** Fundraising, Special Event & Other Communications, bronze; Alumni, Student, Donor & Community Engagement, silver; Branding & Image Development/Identity Programs & Projects, silver; Special Purpose Publications, College Image Piece, bronze; Design Improvement/Print, silver; Websites, gold, bronze.
- **CASE District VI.** Best Online Magazine, silver; Best Video, silver.
- **AACOM.** Best Magazine, three years
- **Women of Today.** External Communications Program, first place.
- **CASE District VI.** Best Website, silver; Publications Improvement, gold.
- **AACOM.** Best Development Publication, "Annual Report," second place.
- **Florida Society for Healthcare Public Relations and Marketing.** Internal publication award.
- **American Heart Association.** Eugene Field Media Award, two years.
- **Missouri Association for Healthcare Public Relations & Marketing.** Internal Publications, second.
- **Thomson Newspapers.** Design/Graphics, second place; Non-Deadline Writing, third place.
- **William Randolph Hearst Award in Feature Writing**

MANAGER, CORPORATE COMMUNICATIONS

SSM HEALTH, ST. LOUIS, MO

- Advised CEO and executives on messaging, speechwriting, presentation skills, and media relations.
- Contributed to internal communications and content development for systemwide initiatives in a multi-state health care environment.
- Wrote and edited system's newsletter and white papers.
- Played role in successful effort to become nation's first health care organization to win the Malcolm Baldrige National Quality Award; created leaders' presentations for Washington, D.C., assisted with speeches, wrote talking points for site visits, promoted achievement.

MANAGER, MARKETING & PUBLIC RELATIONS

NORTH FLORIDA REGIONAL MEDICAL CENTER, GAINESVILLE, FL

- Served on president's advisory committee and as hospital spokesperson.
- Planned/implemented/evaluated marketing, PR, budgeting, advertising, design, photography, web content, writing, internal events and initiatives, and media placement.
- Worked with several community groups on sponsorships and events, and served on community boards.
- Provided crisis management and media relations.
- Supervised staff and managed internal and external publications.
- Led a successful internal wellness initiative.

DIRECTOR OF PUBLICATIONS & PROMOTIONS

MISSOURI HOSPITAL ASSOCIATION, JEFFERSON CITY, MO

- Advised president and senior leaders.
- Coordinated publications and publicity for annual convention.
- Edited and designed weekly newsletters to member hospitals.
- Supervised two staff members and intern; external printers; designers.
- Led creation of new style and editing guide, new visual identity and new organizational logo, and new website.

INFORMATION SPECIALIST

UNIVERSITY OF MISSOURI HEALTH SCIENCES CENTER, COLUMBIA, MO

- Planned, wrote, edited and coordinated printing/distribution of award-winning monthly employee publication.
- Wrote for internal/external hospital/medical school publications.

LIFESTYLES EDITOR

SEDALIA DEMOCRAT, SEDALIA, MO

- Wrote, edited and designed medical news and feature stories daily.

SKILLS

Adobe Creative Suite	Social media	Asana & Basecamp
Slack	Microsoft suite	Wordpress
Mailchimp	Qualtrics	Airtable
iMovie	AI	Digital marketing
SEM/SEO	Email marketing	PR
Copywriting	Project management	Social media
Strategic planning	Crisis communication	Content marketing
Branding	Messaging	Data analysis
Campaign management	Leadership	Advertising