

## SANDRA S. HERMAN

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### MARKETING, PUBLIC RELATIONS AND COMMUNICATION

Award-winning marketing, PR and communication professional with strong record of achieving goals, leading teams, crafting compelling messages, and motivating desired audience behavior. A hands-on leader with outstanding strategy, writing and design skills who builds successful omnichannel campaigns that feature strategic messaging. Exceptional interpersonal skills, with ability to build relationships and partner with others. A high energy, infectious enthusiastic team player dedicated to delivering results that exceed expectations.

#### Professional strengths and abilities include:

- Leadership of Teams & Projects
- External & Internal Communication
- Strategic Marketing Plans
- Content Strategy
- Public Relations & Media Relations
- Branding & Messaging
- Executive Communication
- Award-winning Writing
- Video and Podcast Producer
- Digital Strategy
- Lead Generation
- Research & Data Analysis
- Budget Management
- Effective, Memorable Creative
- Impactful Graphic Design
- Digital & Traditional Marketing
- Social Media
- Collateral Development
- Email Marketing
- Website Content
- Intranet Content
- Newsletters & Publications
- Presentations & Speeches
- New Product/Service Roll Outs

### ONLINE PORTFOLIO

View samples of my work at <https://sherman1016.wixsite.com/portfolio>.

### PROFESSIONAL EXPERIENCE

#### THE WALT DISNEY COMPANY, Celebration, FL

February 2023 – August 2023

##### Senior Manager of Executive Communication for Disney Signature Experiences

Led team of executive communication professionals in providing strategic communication planning, guidance and support for the president of Disney Signature Experiences and the senior leaders of the eight high-growth businesses within DSE, including Disney Cruise Line, Disney Vacation Club and the two guided tour companies, Adventures by Disney and National Geographic Expeditions. Responsible for developing and executing high impact strategic communication plans targeted to internal and external audiences. Created engaging content including videos, email messages, social media content, keynote speeches, presentations and executive quotes for media. Produced Town Halls and promoted organizational culture. Served as a valued advisor and thought partner to executives. Collaborated with a wide variety of partners across the organization. Lost job due to Disney layoffs.

#### NEMOURS CHILDREN'S HEALTH, Orlando, FL

September 2016 – February 2023

##### 2022 – 2023: Strategy Deployment – Communications Strategist

Led enterprise-wide communication initiatives in support of Nemours' ambitious strategy and vision to create the healthiest generations of children. Developed a robust communication plan and powerful messaging to engage stakeholders inside and outside the organization. Generated enthusiasm and support for large, high visibility change initiatives. Served as communications consultant for mission critical enterprise initiatives. Crafted targeted messages that shifted stakeholder perceptions and motivated desired employee behaviors. Wrote and designed key deliverables, including intranet site, change management content, internal communication, collateral, articles, presentations, and videos. Served as trusted communication advisor to leaders at all levels, including the C-Suite.

##### 2016 – 2021: Marketing and Public Relations Strategy Manager

Produced record growth by developing and executing omnichannel communication strategies, annual marketing plans, and precision marketing campaigns. Leveraged internal and external communications to achieve goals and support large change initiatives. Integrated digital, traditional, and direct marketing channels, including digital and PPC advertising, public relations, media relations, web, social media, email, direct mail, newsletters, collateral, events, billboards, and community relations. Advised executives and provided strategic thought leadership. Served as communications lead for high profile enterprise initiatives. Mentored marketing and PR staff. Managed budgets, conducted research, analyzed data, and produced reports. Directed activities of staff and vendors, including advertising agencies, graphic designers, web team, marketing analysts, advertising specialties, photographers, videographers, printers, and fulfillment house.

#### Key Accomplishments:

- Significantly increased service line market share year-over-year through data-driven decision-making and targeted messaging.
- Served as marketing lead for launch and rapid growth of first pediatric telehealth app.
- Led key components of national rebranding launch and provided communication support for large-scale initiatives across the enterprise.
- Helped business units achieve financial goals by developing and implementing effective marketing and PR strategies and campaigns.

**INDIANA UNIVERSITY, Indianapolis, IN****June 2014 – September 2016****Director of Marketing and Communication for the IU Richard M. Fairbanks School of Public Health**

Developed and executed marketing and PR strategies designed to achieve financial goals, attract new students, grow the school's reputation, and build an exceptional organizational culture. Developed marketing materials, obtained local and national PR coverage, developed and deployed e-mail campaigns, planned and executed events, managed the school's website and social media presence, published newsletters, and supported fundraising efforts. Researched, wrote, and designed communication and presentations for the Dean, including producing his podcast series. Established and built relationships with multiple constituent groups. Managed and mentored marketing team. Selected and managed vendors, including photographers, printers, and recording studio.

**Key Accomplishments:**

- Directly contributed to the School of Public Health being the fastest growing unit among the 17 schools on the IU Indianapolis campus.
- Helped increase Fairbanks' undergraduate student enrollment by 22% in FY16 (despite 2% decrease in IU Indianapolis student body) and income by more than 24%.
- Named an All Star Award winner by Constant Contact for being among the most successful 10% of Constant Contact's customer base, based on significant achievements leveraging online marketing tools to engage target audiences and drive results.

**ASCENSION ST. VINCENT HEALTH, Indianapolis, IN****May 2009 – June 2014****System Lead, Facility Marketing**

Leadership of marketing, PR and communications for the northwest region of the St. Vincent Health system (now Ascension St. Vincent). Developed and executed strategies for internal and external marketing, including advertising, PR, events, collateral, social media, presentations, newsletters, and transformation of organizational culture. Wrote and designed a wide variety of communications pieces, including ads, brochures, press releases, feature articles, newsletters, presentations and web content. Produced clear and actionable reports. Served as spokesperson. Collaborated effectively with people at all levels of organization. Managed and mentored marketing team. Cultivated relationships with strategic partners, civic organizations, universities, and non-profits. Directed activities of ad agencies, photographers, printers, web designers and promo item specialists.

**Key Accomplishments:**

- Directly contributed to St. Vincent Kokomo becoming the most preferred hospital in the region and achieving record revenue, margin, patient volumes, patient satisfaction, and physician satisfaction.
- Increased market share for four consecutive years, while at the same time reducing marketing costs by 40%.
- Obtained extensive local, regional and national positive media coverage.

**ADVERTISING AND PR AGENCIES**

Served as Director of Copywriting and PR Account Supervisor for East Coast advertising and PR firms in Philadelphia, Wilmington, DE, Somerville, NJ, and Indianapolis. Key accounts I worked on include:

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|------------------------|-----------------------------|---------------------|
| ▪ AT&T                 | ▪ DuPont                    | ▪ Johnson & Johnson |
| ▪ Chubb Insurance      | - StainMaster Carpet        | ▪ KalKan pet foods  |
| ▪ Crystal Geyser Water | - Tyvek                     | ▪ M&M/Mars          |
| ▪ Delaware Lottery     | - Kevlar                    | ▪ McDonald's        |
| ▪ Dow Elanco           | - Plastics                  | ▪ Pfizer            |
|                        | ▪ Eli Lilly pharmaceuticals | ▪ Reader's Digest   |

**UNIVERSITY TEACHING EXPERIENCE****INDIANA UNIVERSITY, Indianapolis, IN****January 2022 – Present****Adjunct Faculty for the IU Richard M. Fairbanks School of Public Health**

Teach doctoral-level course on Executive Communication for Global Health Leaders. Through online classroom lecture, discussion, and exercises, provide healthcare and public health executives with an advanced understanding of the principles and best practices of executive communication in environments where the stakes are high and effective communication is critical. Topics include internal communication, stakeholder engagement, crisis communication, how to evaluate communication plans and how to give meaningful feedback to communications teams so they can deliver exceptional communications support.

## **SOFTWARE PROFICIENCIES**

- Microsoft Office: Word, Excel, PowerPoint, Outlook
- Collaboration Tools: Microsoft Teams, WebEx, Zoom, Yammer, Slack, Box
- Intranet: SharePoint, Social Chorus
- Adobe Creative Suite: InDesign, Photoshop, Illustrator
- Analytics: Google Analytics, Facebook Insights, QlikSense Dashboards, Excel
- CRM Platform: Salesforce
- E-mail Marketing: Constant Contact, Social Chorus
- Social Media: Sprinklr, Facebook, Twitter, YouTube, LinkedIn
- Research: Qualtrics
- Website Content Management Systems: Concrete 5 and Cascade Server
- Project Management Software: Jira, Trello, AppWright, KanBan boards

## **EDUCATION**

Master of Science in Strategic Communication  
Purdue University, West Lafayette, IN

Bachelor of Arts in Communication  
Indiana University, Bloomington, IN