

# Patricia A. Kimerer

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## EMPLOYEE PROFILE

As an experienced industry professional, I specialize in strategic marketing/communication, and employment engagement plans that help healthcare organizations and their leaders reach operational goals. My management expertise focuses on increasing growth/prosperity by valuing patient advocacy and employee engagement and empowerment as my top priorities.

## CORE COMPETENCIES

Branding | Employee Engagement | Crisis Communications | Leadership Communications Coaching  
Strategic Planning | Business Development | Adobe Creative Suite | Scripting and Media Relations

## WORK HISTORY

**Sept. '95 – Present Columnist/Features Reporter:** *The Vindicator and Tribune Chronicle*, Warren, Ohio

- Serve as weekly columnist – “My Sentiments Exactly” (Sunday edition)
- Write human-interest features - *Health & Fitness, Food, Senior Citizens, Veterans, Community “Heroes”*
- Wrote weekly travel column (2000-2002) – “Thursday’s Trek”
- Reviewed plays, concerts and other community-focused events (1995-2005)

**Feb. '20 – Aug. '21 Director - Marketing/Communications:** *Pharmacy Data Management*, Youngstown, Ohio

- All internal and external corporate communications.
- Full-service Public Relations representative, spokesperson/PIO, Employee Engagement lead
- All social media (Created brand relaunch including new logotype, additional social media)
- Communications Plans and Strategies (Created the “PDMI: Its for ME” internal engagement campaign)
- Awards Research, Nominations and/or Entries (Earned PDMI it’s first “Best Employers in Ohio” award – 2021)
- Crisis Communications and Trouble Shooting (Created and executed pandemic communications plan)
- Press Releases, Memos and any other Office, Firm and/or Entity-Related Announcements
- Newsletter articles/blogs (internal and external)

**Nov. '12 – Feb, '20 Corporate Communications Director:** *HBK CPAs & Consultants*, Youngstown, Ohio

- Oversaw/directed internal and external corporate communications (17 offices/4 states)
- Served as CIO/Public Relations Director, Crisis Communications Director & Employee Engagement/Events lead
- Wrote Talking Points/Speeches (CEO, COO, CFO)
- Created PPTs/Presentations, White Papers, Proposals, Letters, Bios/CVs, Talking Points, Keynote Speeches
- Created/executed internal/external surveys, press releases, memos and firm/entity-related announcements
- Created and directed all newsletter articles (internal/external) / all ad copy and concept pieces
- Created and maintained social media efforts (includes Blogs) and corporate correspondence
- Created and implemented communications plans/strategies (created “HBK Cares” philanthropy campaign)
- Directed awards research, nominations and entries

**Nov. '07 – Nov. '12 PR/Foundation Director/PIO:** *Alliance Community Hospital*, Alliance, Ohio

- Oversaw all internal and external communications for 1,000-employee, non-profit community hospital
- Served as corporate spokesperson on all issues of policy, governance, employee relations and patient care
- Conceptualized wrote and produced all social media, print, billboard, radio and television ads/spots
- Served as editor of monthly newsletter, *HEARTBEAT* and weekly e-newsletter, *PULSE*
- Manage Public Relations/Foundation, Print Shop and Volunteer Services staff and serve as Auxiliary liaison
- Strategized and managed all philanthropic efforts/events ~ \$100K average in annual fundraising
- Provided scripts, talking points and messaging for senior executives and managers
- Oversaw Internet and Intranet websites and all social media sites

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### Sept. 2015 – Present Humor/Inspirational Blogger

-Author “One Grateful Girl”; Maintain all aspects of [www.patriciakimerer.com](http://www.patriciakimerer.com)

### Jan. '05 – June '07 Corporate Communications/Marketing Manager: *Forum Health*, Yo., Ohio

- Oversaw all internal and external communications for \$500 million, 4,000-employee nonprofit healthcare system that included two acute-care hospitals and several related medical services
- Served as corporate spokesperson and managed internal and external communications.
- Managed creativity, production and budget for extensive marketing and branding campaign (print, radio, outdoor) to build community goodwill and increase patient volumes
- Directed labor communications campaign
- Provided scripting and messaging for senior executives and Board members.
- Managed communications/marketing staff and oversaw \$1 million budget (Print, Radio, Outdoor, Online)
- Served as editor of weekly system-wide newsletter, *Forum Flash*

### April. '99 – Jan. '06 Features Reporter

Medina County Gazette (Medina, Ohio) | The Vindicator (Yo., Ohio) | Tribune Chronicle (Warren, Ohio)  
The Business Journal (Yo., Ohio) | WYFM (Y103) Humor Columnist/Website and Weekly On-Air Talent (Yo., Ohio)

### Oct. '90 – Mar. '99 Program Manager: *WKBN TV-27*, Youngstown, Ohio

- Oversaw production of daily programming; trained and supervised support staff of four
- Scheduled local and syndicated programs; maintained schedule internally and externally
- Produced monthly art museum program – *At the Butler* and on-air promotional spots
- Served as liaison to CBS national network and local cable system offices
- Served as on-call troubleshooter/contingency manager for programming
- Created and produced company newsletter – *At A Glance*

## EDUCATION

### Master of Arts Certificate in Professional Writing & Editing (4.0 GPA)

-Youngstown State University in Youngstown, Ohio

### Certificate of Completion in Leadership/Management Training

-Independent Hospital Network College, Aultman Hospital in Canton, Ohio

### Bachelor of Arts in Speech Communication *Minor in Psychology*

-Youngstown State University in Youngstown, Ohio

## HONORS/AWARDS

- Humor Press awards-r “*My Sentiments Exactly*” column frequent Semi-Finalist/Honorable Mention
- Gold Triangle Award nomination - American Academy of Dermatology (skin cancer feature - *Tribune Chronicle*)
- National Library of Poetry Editor’s Choice Award for outstanding achievement
- Consistently “Most Read” column – online version of Sunday edition *The Vindicator*

## COMMUNITY/VOLUNTEER ACTIVITIES

- Lector/Volunteer, St. Christine Catholic Church
- Seasonal Volunteer, Salvation Army
- Former Volunteer, American Heart Association
- Former Board Member, Alzheimer’s Referral Network
- Former President, Boardman High School Swim and Dive Team Boosters

**PROFESSIONAL REFERENCES AVAILABLE UPON REQUEST**