

Audrey Anderson

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QUALIFICATIONS SUMMARY

Accomplished communications professional, committed to collaboration and achievement, with significant experience over a wide spectrum of organizational communications. Passion for the transforming power of an engaged community.

EXPERTISE

- *Strategic communications planning and execution – including Web, video, publications, advertising, and public relations*
- *Superior writing and editing skills*
- *Executive communications counsel*
- *Brand development and management*

EXPERIENCE

**Manager, Corporate and Internal Communications
Children's Hospitals and Clinics of Minnesota, Minneapolis-St. Paul, MN (1997 – 2008)**

Overall responsibility for internal and external corporate communications for this multi-site health care system with over 4,000 employees and 1,600 medical staff members.

- Directed a staff with responsibilities for: brand and corporate identity management; Children's Web sites; employee communications; corporate videos and publications (including annual report); patient/family communications; media and community relations; and donor/foundation communications support.
- Developed and led communications plans for organizational initiatives and programs.
- Provided counsel to Children's executive leadership in strategic and crisis communications.

Accomplishments:

- Directed corporate re-branding effort with key audiences, deploying new logo and brand messages among internal and external stakeholders and redesigning all communications materials to reflect revised corporate identity.
- Led communications team in re-branding, design, and launch of internal (employee) Web site. New site features stories on employee leaders, increases access to productivity tools, and highlights organizational news and information.
- Created and executed CEO communications, including first-ever interactive CEO Web page, establishing "Talk to CEO" function for all employees. Produced quarterly CEO videos deployed via the internal Web site.
- Developed and produced several successful capital campaign support videos, including one which generated a half-million dollar fundraising result.
- Led communications team in re-branding, design, and launch of external Web site. Increased traffic to philanthropic pages and "cornerstone" clinical program information. Developed new methods of interactive access for key audiences of donors, patient families, and physicians.
- Increased consumer awareness of Children's brand and clinical expertise through planning and production of corporate advertising campaigns.
- Managed the development and production of award-winning annual reports, employee videos and publications, and organizational communications initiatives.
- Led crisis/media communications teams at Children's, working with clinical leaders and spokespersons to address public health and patient safety emergencies as they arose.

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EXPERIENCE, *cont'd*

Organization Development Consultant

Community Services Group, Amherst H. Wilder Foundation, St. Paul, MN (1990 – 1997)

Provided consulting and training to a wide range of Twin Cities nonprofit organizations, including projects in strategic planning, marketing, and organization development.

- Led organizations' staffs, boards, and volunteers in processes to develop and implement strategic plans, board governance, fundraising/development campaigns, marketing plans, and program assessments.
- Served as consultant/supervisor for the Bicultural Training Partnership (BTP), a special project of The Saint Paul Foundation, Metropolitan State University, and Amherst H. Wilder Foundation to strengthen staffs and boards of Twin Cities Southeast Asian Mutual Assistance Associations.

Senior Planning Grants Analyst

CANDO Project, MN Dept. of Trade and Economic Development, St. Paul, MN (February – December 1990)

Developed, implemented, and helped administer innovative statewide leadership and organization development program for community and neighborhood development organizations.

- Strengthened urban and rural community groups through design and conduct of board management training sessions, with particular assignment in marketing and resource development.
- Served as program liaison with pilot community organizations, providing ongoing technical assistance.

Assistant Director

Iowa Humanities Board, Iowa City, IA (1988 – 1990)

Helped manage the staff and operations of this state program of the National Endowment for the Humanities. In addition, served as Acting Director in 1989 for the interim between executive directors.

- Served as program officer to applicant organizations, assisting through program development, proposal-writing, project administration, promotion, and evaluation of public programs in the humanities.
- Created, budgeted, and executed all facets of public relations/marketing program, including design and writing of publications and advertising. Created and conducted first-ever media relations program. Planned and directed special events.

EDUCATION

- **Master of Arts** in English from The Claremont Graduate University, Claremont, CA.
- **Bachelor of Arts** in English and comparative literature from Coe College, Cedar Rapids, IA. Graduated magna cum laude. Elected to Phi Beta Kappa.

COMMUNITY INVOLVEMENT

- The Ramsey County Initiative for Violence-Free Families and Communities
- Domestic Abuse Project clergy counseling video and training project
- Plymouth Congregational Church boards and committees