

STEFANY WRIGHT

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STRATEGIC COMMUNICATIONS, BRAND, & MARKETING EXECUTIVE

Building distinctive brands through intentional and transformative change leadership.

Trailblazing and purpose-driven executive pioneering best-in-class communications strategies that build trust, protect reputation, and earn new visibility for brands and leaders. Recognized for navigating ambiguity and delivering creative solutions that use humanization and storytelling to connect audiences to brands and produce business impact.

Innovator known for bold ideas, using visionary thinking and execution to drive top-level business strategies while also garnering national media and awards. Executive advisor and Prosci Certified Change Practitioner driving unification, consensus, and execution for multi-year transformations that change culture, employee engagement, and external brand identity.

Agile leader with deep expertise in integrating communications, public and media relations, brand, marketing, and digital/web functions to create robust story and content engines. Notable success in restructuring and digital transformation, having built 4 lean, cross-trained teams from the ground up. Multi-channel marketing savvy fueled by data-driven insights.

- **Pioneered University of Vermont Health Network's integrated communications, media, public relations, marketing, and digital/web practice**, building a consultative, data-driven practice with 35+ professionals delivering \$3.4M in savings with expanded capabilities in advocacy, creative, and multimedia functions.
- **Drove development and launch of iconic Northwestern Medicine brand** through multi-year transformation that unified entities and built enterprise voice — brand strategy endures as industry benchmark 10+ years later.
- **Launched groundbreaking "End the Silence on Healthcare Violence" campaign** that achieved 4.6M+ views with strategic *New York Times* partnership and captured prestigious Gold Quill award for communications excellence.

CORE COMPETENCIES

Brand Transformation	Reputation Management	Change Leadership	Organizational Design
Creative & Visual Direction	Public & Media Relations	Employee Engagement	Talent Development
Cross-Channel Strategies	Marketing Campaigns	Culture Change	Budget Optimization
Strategic Messaging	C-Suite & Board Advisory	Consensus Building	Coaching & Mentoring

PROFESSIONAL EXPERIENCE

UNIVERSITY OF FLORIDA HEALTH NETWORK | Remote/Hybrid

Sept 2017 – Present

VICE PRESIDENT, COMMUNICATIONS AND ENGAGEMENT STRATEGIES

Set and execute full-scale communications, brand, and digital transformation for rural academic health system serving 1M+ patients across 2 states. Develop and lead agency-like team of 35+ in strategic and creative communications, branding, public and media relations, marketing, digital, and web for internal and external audiences with \$8M+ budget. Innovate new ways of working through coaching and change leadership. Partner with C-suite, HR, public affairs, development, and DEI teams as trusted counsel and entrepreneurial problem-solver on reputation management and complex strategy execution.

- Architected first-ever shared service model functioning as in-house communications agency – reduced costs \$3.4M+ (31% savings) to date through cross-training and realignment while improving performance metrics.
- Conceptualized and executed 3 multi-year transformative initiatives for 2025 activation, gaining board and executive buy-in for first-ever shared vision/mission, comprehensive brand refresh, and new website.
- Evolved public and media relations strategy from primarily reactive to proactive strategies that protect reputation and reinforce mission-driven impact, influencing public perception through 45%+ increases in positive story generation, 2x growth in overall story production, and first-ever radio partnership with hosted show.

- Unified brand experience by leading \$2.2M web development project that consolidated 8 distinct sites, improved user experience, and created strong alignment with healthcare delivery strategies and brand impact and value.
- Introduced data-driven methods to gather input, conduct consumer/brand research, and drive reader engagement while also debuting first-ever employee communications survey and two internal/external publications.
- Launched pioneering "End the Silence on Healthcare Violence" storytelling campaign, catapulting brand into national spotlight with 4.6M+ views, Gold Quill award, speaking engagements, and regional Best in Show recognition.
- Saved estimated \$400K in project costs by using personal expertise to minimize vendor reliance and develop talent to execute multi-year projects for brand, mission, vision, and values development, socialization, and activation.
- Developed viral Mosaic Project that highlighted individuals through storytelling that humanized health systems about individuals, generating 65K+ views nationally and earning Gold Award recognition.
- Built several new functions for advocacy communications, creative communications, and academic communications to protect reputation and build trust within a volatile healthcare policy environment.
- Led system's rapid COVID-19 communications response – assembled fully remote team, deployed new digital marketing strategies to support rapid telehealth expansion from 10 to 7K weekly visits, and created award-winning, viral ICU documentary with 260K+ views.
- Drove initiatives for national and regional CEO visibility with presence in national industry trade conferences and publications as well as new radio partnership with weekly show hosted and planned by in-house team.

JACKSONVILLE INSTITUTE | Jacksonville, FL

Aug 2015 – Sept 2017

CHIEF COMMUNICATIONS OFFICER

Built integrated communications, marketing, and digital practice for preeminent nonprofit academic institution. Partnered with board members, faculty, and C-suite to elevate organizational brand and reputation to attract students and donors.

- Overhauled brand, media, communications, and marketing strategy, achieving 500%+ growth in social media reach.
- Strategized and implemented year-long, 50th anniversary celebration marketing campaigns that built trust and awareness, fostered donor loyalty, and attracted graduate student enrollment by focusing on brand impact.
- Created integrated media and story placement engine and new website, resulting in increased CEO visibility and new coverage in local and national outlets, including *The Atlantic* and *Education Week*.
- Built sustainable communications function from the ground up within 1 year, hiring 4-person team and partnering with creative and strategic vendors to maximize impact with minimal budget and resources.
- Attracted record-setting \$1.1M in donations for 50th anniversary fundraising luncheon and engaged 2K+ participants in community, donor, staff, and alumni events through strategic event planning, outreach, and execution.

CENTRAL FLORIDA MEDICINE | Jacksonville, FL

Oct 2001 – June 2015

DIRECTOR OF COMMUNICATIONS

2003 – 2015

EXECUTIVE SPEECHWRITER | MANAGER – SPEAKERS BUREAU

2001 – 2003

Rapidly advanced to head strategic, internal, external, and brand communications in high-volume environment at Northwestern Memorial Hospital, then Northwestern Medicine academic health system. Led and developed 13 professionals providing high-impact, strategic communications, brand, and creative service support to hospitals and clinical groups during growth, expansion, and unification. Trusted advisor, speechwriter, and coach to top executives and liaison to corporate and academic partners in public affairs, HR, operations, development, and clinical functions. Managed \$2M-\$6M budgets.

- Led development and implementation of Northwestern Medicine's iconic, unified, and mission-centered brand – engaged 500+ employees in values discovery to ignite shared culture, trust, and connection around the brand.
- Drove multi-year communications and marketing strategy, resulting in first-time inclusion in *U.S. News & World Report's* "Top 10 Honor Roll of America's Best Hospitals" and cardiovascular service line ranking.
- Transformed internal communications strategy – produced 600+ projects for internal clients annually, launched a new internal website, intranet, and digital signage, and evolved from print to multi-channel approach with digital, video, audio, print, and written storytelling capabilities.
- Rallied employees hospital-wide on ways to improve patient experience through interactive, multimedia project showcasing dimensions of the patient experience, earning Gold Quill award for communications excellence.

- Innovated multi-year, cross-channel strategies for capital projects, resulting in positive public reception and high-profile openings for 328-bed women's hospital and 26-story outpatient pavilion.

HILLSBOROUGH COUNTY STATE'S ATTORNEY'S OFFICE | Tampa, FL

Feb 1997 – Oct 2001

EXECUTIVE ADVISOR & SPEECHWRITER | DIRECTOR OF PROGRAMS & DEVELOPMENT

Led local and national communications and advocacy efforts for the second-largest attorney's office in the country.

- Tripled federal and state grant funding for crime prevention and law enforcement programs by building influencer and community awareness in Chicago and building relationships with Department of Justice in Washington, D.C.
- Coached State's Attorney and senior legal team on communication strategy to elevate leadership's reputation through media training, interview preparation, and story-focused and data-driven narratives of impact.
- Engaged hundreds of constituents and lawmakers through written legislative testimony, public programs, and educational materials produced to create awareness around crime prevention and prosecution programs.

ADDITIONAL EXPERIENCE

ADJUNCT FACULTY | Jacksonville University, University of South Florida, Hillsborough Community College

JOURNALIST | *Tampa Tribune*

EDUCATION & CREDENTIALS

Bachelor of Arts in Journalism | Jacksonville University

Accreditation in Public Relations (APR) | Public Relations Society of America

Prosci Certified Change Practitioner | Prosci

Associate Certified Coach (ACC) Candidate | International Coaching Federation (expected 2025)

Brain-Based Coaching Certification | NeuroLeadership Institute

Brain-Based Conversation Skills Certification | NeuroLeadership Institute

Foundations of NeuroLeadership Certification | NeuroLeadership Institute

Design Thinking and Innovation Certification | Harvard Business School Online

Removing Barriers to Change Certification | Wharton School of Business Online (expected 2025)

SELECTED AWARDS

2 Gold Quill Awards | 5 Silver Quill Awards | International Association of Business Communicators

6 Silver and Bronze Tellys | The Telly Awards

2x Best in New England Award | Gold and Silver Lamplighter Awards | Central Florida Society of Healthcare Communications

Gold Award – "Best eBusiness Site" | eHealthcare Leadership Awards

Bronze Anvil Award | Public Relations Society of America

Brand Builder of the Year | 15 Golden Trumpet Awards | 30 Silver Trumpet Awards | Publicity Club of Jacksonville

Best eBusiness Site | eHealthcare Leadership Awards

Pulitzer Prize Finalist – Public Service | Jacksonville University