

Suzanne Woodward

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Bold Communications Strategies, Real-World Impact

Strategic communicator, creative storyteller, and PR analyst with 15 years of agency/in-house experience leading teams to deliver meaningful campaigns. Managed \$8M portfolios; executed >\$1M targeted marketing campaigns.

Passionate about translating technical information into engaging messages and resources that inspire real-world impact.

My career mission is to lead purpose-driven communication initiatives that catalyze innovation, drive system change, and improve lives.

Vice President, Communications & PR Family Heart Foundation

2024 - 2025

Developed comprehensive organization/program communications and PR strategies, partnering closely with the CEO, COO, Board, and key stakeholders to revitalize organizational pillars, strengthen branding, and implement new mission-aligned strategies. Directed PR workflows (internal, agency, vendors), operations, budget management, performance reporting, and strategic partnerships to support the Foundation's long-term sustainability and expansion.

- Oversaw internal and agency teams in executing campaigns with data-driven, comprehensive strategies, delivering 50% increase in Foundation's Q3/Q4 engagement. Led key initiatives, including #KnowLpa and #KnowFH awareness days, ambassador network, EOY fundraising efforts, and corporate/media partnerships. Transformed the Foundation's digital ecosystem by enhancing CMS platform, SEO/Search Generative Experience (SGE/AI) strategies, optimizing UX, and streamlining paid/organic social media efforts. Launched CholesterolConnect.org, the largest public screening program, and FIND Lp(a) machine learning program. Supported the 2024 Global Summit, featuring two research Nobel laureates.
- Supported the Foundation's business development among top pharma and corporate partners; Contributed to a 35%+ EOY increase in funding. Spearheaded a proposal that secured \$1M+ in funding, contributing to the largest fiscal growth and global PR impact in one quarter.

Director of Communications University of North Carolina at Chapel Hill

2015 - 2024

Senior communications leader responsible for shaping and executing high-impact public relations, branding, and stakeholder engagement strategies across UNC departments, health systems, and national partners. Oversaw multimillion-dollar healthcare communication portfolios, managed integrated cross-functional teams, and led initiatives that advanced maternal, mental health, and public health priorities through data-driven and culturally responsive campaigns.

- **Strategic Communications & Program Management** - Directed the full scope of communications strategy for UNC CMH and UNC Health initiatives, spanning healthcare policy, academic research, and public health programs. Developed and executed strategic communications plans, including campaign architecture, branding, content, website, KPI targets, budget oversight, and performance evaluation. Led internal and external teams on concurrent health and research-driven initiatives, such as the 4th Trimester Project, Jordan Institute for Families, and AHA-funded HBCU Collaborative. Led dissemination strategies, including paid and organic outreach, stakeholder partnerships, and policy-focused communications. Charged with program management across accounts, including HR, finance, and research departments.
- **Team Leadership & Development** - Managed high-performing communications teams of 5+ staff and extended vendors/agency partners. Leads with a people-first, servant leadership style, emphasizing scaffold coaching. Prioritized team development and cross-functional collaboration to foster agile workloads and strong campaign delivery. Supported team growth and public visibility, including employer-generated content.
- **Campaigns & Cross-Sector Partnerships** - Led the launch of national public health campaigns with healthcare and consumer partners, integrating clinical messaging, policy advocacy, and patient-centered narratives. Spearheaded national and hyperlocal campaigns, such as Unilever Dove/Postpartum Support International #UnderPressure maternal mental health awareness campaign. Developed strategic partnerships with hospital systems, provider networks, payers, corporations, and community organizations.
- **Creative, Branding & Digital Content** - Directed creative development and messaging for clinical campaigns, toolkits, and resource centers. Oversaw website strategy and SEO optimization for bilingual platforms (ex. NewMomHealth.com, BeforeandBeyond.org). Led generative AI, UX testing, and culturally competent content creation for patients, providers, and caregivers. Launched award-winning bilingual video series, "What to Expect," translating the science of medical/mental health information to consumer-friendly messages. The series was recognized for its public engagement and viral impact, trailblazing micro-learning (i.e., embedded in National WIC training).
- **Paid Media, Social & Demand Generation Marketing** - Designed and executed \$800K+ media buys for healthcare campaigns with global market span. Managed agency partnerships and performance across paid digital, influencer, social, and outdoor campaigns. Grew organic digital engagement through native content strategy, business suite data analysis, and platform-specific tactics. Community manager and liaison for numerous social media accounts >40K followers. Analytics super-user for real-time reporting, tracking, and data-informed campaign adjustments.
- **Media Relations & Thought Leadership Editorial** - Drafted messaging framework and content strategies for senior executives and subject matter experts. Produced press materials, op-eds, speaking engagements for policy audiences, hospital leadership, and funders. Fostered reporter relationships and secured earned placements (i.e., TIME, CNN, NPR, HuffPost, The New York Times). Co-created the award-winning Maternal Health Innovation podcast to elevate evidence-based, expert health innovations. Implemented digital strategies to advance AI-search generative experience.
- **Professional Training & Event Planning** - Oversaw logistics, programming, and promotion for national convenings, TEDx events, provider training institutes, continuing education efforts, and fundraising galas. Provided technical assistance to 16+ clinics and community health sites. Co-developed equity-focused training curricula; Supported HBCU collaborative VR training program to innovate teaching and engagement.
- **Business Mapping, Funding & Evaluation** - Partnered with institutional leadership and funders to write and secure multimillion-dollar grants and strategic investments. Designed messaging for new business proposals and stakeholder engagement. Directed program evaluation, ROI mapping, and reporting protocols to inform campaign scaling and funder retention. Fostered relationships with partners. Managed new business think-tanks and funding workshops with partners, such as Promise Studios, FastTraCS, and the Global Health Foundation.

2013 - 2015

Account Executive, Digital Strategist Makovsky Integrated Communications

- Managed award-winning campaigns and served as the daily account lead for The Jed Foundation, Publicis Health, WebMD, and multiple pharmaceutical companies. Led client engagement, social media protocols, national brand/disease state campaigns, executive positioning, media relations, content creation, reporting and analytics, FDA launch plans, contributing to publications and events, such as Cannes Lions Health Festival, executive roundtables, and NYC-based pharma marketing events.

Education

Bachelor of Science, Public Relations &
Corporate Communications, Utah State University

Certified Digital Marketing Associate,
Digital Marketing Institute

Proficiencies

Certified expert, super user of crucial communications tools, including: WordPress, Squarespace, Adobe, Canva, Constant Contact, MailChimp, Meltwater, Hootsuite, Sprout Social, Cision, Meta Business Suite, Brandwatch, SEM Rush, Google Analytics/G4, Qualtrics, Mural, ChatGPT/AI, Transistor (podcast), Classy (fundraising), Thinkific (Learning management system)