



# KATHRYN STROPPEL, MA

STRATEGIC COMMUNICATIONS  
WRITING AND EDITING  
PUBLIC RELATIONS  
BRANDING  
SPEECHWRITING  
EVENT PLANNING  
LEADERSHIP  
CHANGE MANAGEMENT  
ENROLLMENT MARKETING

## CONTACT

Corvallis, Oregon

541-602-5775

[katstrop@gmail.com](mailto:katstrop@gmail.com)

[katwrites.pressfolios.com](http://katwrites.pressfolios.com)

[katstrop.substack.com](http://katstrop.substack.com)

[linkedin.com/in/kathrynstropfel](https://www.linkedin.com/in/kathrynstropfel)

## SERVICE

- Home Life, 2019-Present
- Jefferson Elementary Auction
- Girl Scouts
- Majestic Theatre
- Women of Today

## PROFESSIONAL ASSOCIATIONS

- Phi Kappa Phi, 2024-Present
- CASE, 2003-Present
- PRSA
- Missouri Association for Healthcare PR & Marketing
- Florida Society for Healthcare PR & Marketing

## SUMMARY STATEMENT

Expert communications and marketing professional skilled in thinking strategically and creatively. Able to make sense of the big picture while paying attention to details, Passionate problem-solver who advises and writes for senior leaders. Proven leader in branding. Applies curiosity, knowledge, energy and integrity to every project. Utilizes strong storytelling and writing skills. Thrives on change. Driven to improve. Thoughtful, supportive, collaborative leader who helps staff grow professionally. Values diversity, equity, transparency, humor, inclusion and lifelong learning. Ready for the next big challenge.

## EXPERIENCE

### DIRECTOR OF MARKETING & COMMUNICATIONS

OREGON STATE UNIVERSITY COLLEGE OF HEALTH, CORVALLIS, OR  
AUGUST 2011-PRESENT

- Counsel dean and leadership; serve on administrative team.
- Lead and write dean's communications; produce strategic print, digital and online content; plan and execute events.
- Create and lead collegewide marketing and communications strategy, including enrollment marketing.
- Work collaboratively with university partners; lead team of four.
- Spearheaded strategic communications surrounding college's accreditation as Oregon's first accredited college of public health.
- Led the college through two name changes and multiple deans.
- Led and implemented college sub-brand; serve as brand manager.
- Created and led first digital enrollment marketing campaign.

### FREELANCE WRITER/EDITOR/CONSULTANT

2003-PRESENT

Clients have included Influents Innovations, University of Missouri, New York Institute of Technology, Strategic Health Care Marketing and EHealthcare Strategy and Trends newsletters, and MU Health.

### EDITOR

A.T. STILL UNIVERSITY, KIRKSVILLE, MO/MESA, AZ

- Led, planned, wrote and edited university's alumni magazine.
- Contributed to strategic writing, editing, marketing, media and PR.
- Led award-winning redesign of print magazine and created its online companion website.
- Established university's first social media presence.

### DIRECTOR OF STRATEGIC COMMUNICATIONS

A.T. STILL UNIVERSITY, KIRKSVILLE, MO/MESA, AZ

- Spearheaded development and implementation of new university brand, including messaging and bringing multiple schools on two campuses under the same umbrella. Implemented new university wordmark and recreated all university publications and electronic media, which was recognized by CASE.
- Advised president and senior leadership on communication strategy and implementation, as well as a website redesign.
- Led media relations, communications, advertising, web planning, marketing, special publications and staff.
- Created university's first viewbook.
- Wrote and directed first-place video on osteopathic medicine.

## EDUCATION AND SKILL DEVELOPMENT

- Western Oregon University, master's degree in Organizational Leadership
- University of Missouri-Columbia, Bachelor of Journalism degree
- Paris Reporting Project
- Leadership Corvallis
- Conversational Skills for Convening People and Influencing Decisions
- College Leadership Development Program
- Optimizing our Philanthropic Opportunity, OSU Foundation
- Mental Health First Aid, Samaritan Health Services
- Navigating Bias in Working & Learning Environments
- Search Advocate Training
- Crucial Conversations
- Social Justice
- Addressing Microaggressions

## HONORS AND AWARDS

- **CASE District VIII.** Fundraising, Special Event & Other Communications, bronze; Alumni, Student, Donor & Community Engagement, silver; Branding & Image Development/Identity Programs & Projects, silver; Special Purpose Publications, College Image Piece, bronze; Design Improvement/Print, silver; Websites, gold, bronze.
- **CASE District VI.** Best Online Magazine, silver; Best Video, silver.
- **AACOM.** Best Magazine, three years
- **Women of Today.** External Communications Program, first place.
- **CASE District VI.** Best Website, silver; Publications Program Improvement, gold.
- **AACOM.** Best Development Publication, "Annual Report," second place.
- **Florida Society for Healthcare Public Relations and Marketing.** Internal publication award.
- **American Heart Association.** Eugene Field Media Award, two years.
- **Missouri Association for Healthcare Public Relations & Marketing.** Internal Publications, second.
- **Thomson Newspapers.** Design/Graphics, second place; Non-Deadline Writing, third place.
- **William Randolph Hearst Award in Feature Writing**

## MANAGER, CORPORATE COMMUNICATIONS

SSM HEALTH, ST. LOUIS, MO

- Advised CEO, senior executives and member hospitals on talking points, speechwriting, media relations, presentations.
- Traveled to member hospitals with CEO.
- Wrote and edited system's newsletter and white papers.
- Played role in successful effort to become nation's first health care organization to win the Malcolm Baldrige National Quality Award; created leaders' presentations for Washington, D.C., assisted with speeches, wrote talking points for site visits, promoted achievement.

## MANAGER, MARKETING & PUBLIC RELATIONS

NORTH FLORIDA REGIONAL MEDICAL CENTER, GAINESVILLE, FL

- Served on president's advisory committee and as hospital spokesperson.
- Planned/implemented/evaluated marketing, PR, budgeting, advertising, design, photography, web content, writing and media placement.
- Planned special events, worked with several community groups on sponsorships and events, served on community boards.
- Supervised two staff members and intern.
- Redesigned hospital newsletter, managed media/PR for several crises.

## DIRECTOR OF PUBLICATIONS & PROMOTIONS

MISSOURI HOSPITAL ASSOCIATION, JEFFERSON CITY, MO

- Advised president and senior leaders.
- Coordinated publications and publicity for annual convention.
- Redesigned and marketed MHA's website.
- Edited weekly newsletters to member hospitals.
- Supervised two staff members and intern; external printers; designers.
- Led creation of new style and editing guide, new visual identity and new organizational logo.

## INFORMATION SPECIALIST

UNIVERSITY OF MISSOURI HEALTH SCIENCES CENTER, COLUMBIA, MO

- Planned, wrote, edited and coordinated printing/distribution of award-winning monthly employee publication.
- Wrote for internal/external hospital/medical school publications.

## LIFESTYLES EDITOR

SEDALIA DEMOCRAT, SEDALIA, MO

- Wrote, edited and designed medical news and feature stories daily.
- First place award from American Heart Association.

## SKILLS

Adobe Creative Suite	Social media	Asana & Basecamp
Slack	Microsoft suite	Wordpress
Mailchimp	Qualtrics	Airtable
iMovie	AI	Digital marketing
Brand management	Email marketing	PR
Copywriting	Project management	Social media
Strategic planning	Crisis communication	Content marketing
Branding	Messaging	Data analysis
Campaign management	Leadership	Advertising