

Patricia A. Melaragno
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Senior marketing communications professional with over 35 years of experience in the fields of health care and education. Expert in developing and executing strategic communications plans that creatively and effectively maximize resources to enhance brand, build community partnerships, gain recognition and garner support. Proven leadership, planning and team building skills.

PROFESSIONAL EXPERIENCE

IMAJ ASSOCIATES

2001 - 2005;
2015 - present

Senior Communications Strategist

- Serve as team leader, chief strategist, marketing communications counsel to clients through the Northeast
- Provide clients with writing support from feature articles, to opinion pieces, to speeches.
- Develop media relationships on behalf of clients and develop proactive and reactive media plans.
- Support clients in enhancing community relations through engagement and partnerships.
- Develop storylines and assist in video productions and shoots.

STORY COMMUNICATIONS

2015-present

Principal

- Provide clients with writing support from feature articles, to opinion pieces, to speeches.
- Develop media relationships on behalf of clients and develop proactive and reactive media plans.
- Support clients in enhancing community relations through engagement and partnerships.

CARE NEW ENGLAND

2014-2015

System Director, Marketing Communications

- Planned, developed and implemented system-wide marketing communications plans that effectively increased awareness and demand for system services, including women's and behavioral health care.
- Provided communications counsel to senior Care New England leadership and hospital executive team.
- Led the digital and design team in developing and implementing strategies to create content and engage audiences on Care New England and its hospitals' websites and social media channels.
- Oversaw and directed the marketing communications team at Butler Hospital.
- Provided communications counsel and writing support to Butler Hospital President and CEO.

BUTLER HOSPITAL

2005 – 2014

Director, Marketing and Public Affairs

- Led the Marketing Communications Department in researching, planning and executing strategically-focused marketing communications plans that advanced Butler Hospital's position as a leading psychiatric teaching and research center, and increased demand for its services.
- Provided marketing communications counsel and strategy to hospital leadership.
- Oversaw a staff of four and an annual budget of \$1.2 million in the delivery of writing, media relations, public relations, advertising, publication production, special event planning, website development, social media, and video scripting and production services.

IM-AJ COMMUNICATIONS & DESIGN

2001-2005

President, Communications Division

- Led the communications division of a full service marketing and graphic design firm in conducting research and developing and implementing comprehensive strategic communications plans to support clients' communications and marketing goals. With a special concentration in non-profit agencies, clients included Rhode Island Hospital, The Miriam Hospital, Kent Hospital, The Lown Cardiovascular Research Foundation, the Rhode Island Children's Crusade, the Providence School Department, and Crossroads Rhode Island.
- Provided clients with marketing communications counsel and strategy, writing, media relations, public relations, advertising, publication planning, web development, special event planning, and video scripting and production services.

KENT HOSPITAL

1997 -2001

Director, Public Relations and Marketing

- Directed all public relations and marketing efforts including media relations, advertising, publications, internal communications, and physician and community relations, as well as crisis management.
- Managed four-member department and \$1 million annual advertising budget.
- Developed and executed marketing plans to enhance Kent's overall image, increase market share and recruit physicians.
- Developed and executed yearlong plan to celebrate hospital's 50th Anniversary with advertising campaign, special publications and special events.

LIFESPAN

1994-1997

Manager, Marketing Communications

- Managed the development and implementation of marketing communications and public relations strategies and tactics for affiliates including Rhode Island, Hasbro Children's, The Miriam and Newport hospitals, as well as Visiting Nurse Association and Hospice Care of Rhode Island.
- Oversaw a team of four in researching, developing and implementing annual communication plans for each affiliate including advertising, public and media relations, and internal communications.
- Served as editor and production manager of internal publications including employee newsletters and physician publications.

RHODE ISLAND HOSPITAL

1986-1994

Senior Communications Officer

- Provided communications support including writing, media relations, advertising, internal communications and special event planning in support of the hospital's communication goals.
- Developed and implemented comprehensive communications plan to celebrate and raise awareness of the opening of Hasbro Children's Hospital. Plan included advertising, media relations, and the execution of 17 special events to recognize the myriad of supporters. Events culminated with a two-day open house attended by 30,000 people. Plan received international attention and was used as a model for a new children's hospital in Bristol, England.
- Developed and implemented two-year communications plan to build awareness of pediatrics and garner support for \$20 million capital campaign to build Hasbro Children's Hospital.

Public Relations Assistant

1986-1993

- Served as publications editor and writer. Planned and implemented special events.

RHODE ISLAND HOSPITAL TRUST BANK

1979-1981

Corporate Communications Assistant

- Wrote press releases, coordinated special events.
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EDUCATION

Rhode Island College

Bachelor of Arts in Communications and a minor in Business, 1986

Community College of Rhode Island

Associate of Arts in Education, 1977

Cranston High School East

Graduated 1975

PROFESSIONAL DEVELOPMENT

Graduate, Leadership Rhode Island, 2013

Graduate, Bryant University Women's Institute for Leadership Program, 2009

AWARDS

Communicator Award, Television Ad

The Telly Award, Video and Television Ad

Lamplighter Awards for Annual Reports, Direct Mail, Special Publications, Special Events

The MacEachern Award for Creative Excellence in Audio Visual

Healthcare Marketing Report Award, Ad Campaign

COMMUNITY BOARD APPOINTMENTS

Cornerstone Adult Services (2005-2015)

Ms. Wheelchair Rhode Island (2009-2012)

Providence Ronald McDonald House (1987-1994)

The Tomorrow Fund (1988-1990)

The Spina Bifida Association of Rhode Island (1982-1995)

AFFILIATIONS

Member, New England Society of Healthcare Communications

Member, Society for Healthcare Strategy and Market Development

PERSONAL

Married to Steven, two children, Heather and Aaron