

Cindy Swan

Career Objective

To provide outreach, rich media content, and interactive communication strategies that will generate a positive lasting impression in surrounding communities concerned about their healthcare.

Summary

Over 15 years of professional experience across a broad range, including health and wellness coaching, writing and publishing online, web and media design, public presentations, and client project management. I graduated with honors in 2006 with dual Bachelor of Science degrees in business management and business marketing. I have also taken three semesters of graduate level courses to develop proficiency in interactive media through the Academy of Art, San Francisco. In the years previous I worked in various roles as a fitness coach educating both individuals and groups, and frequently interfaced with medical professionals.

Recent Accomplishments

- Project manager, training end users on EMR/PMS software for multiple medical practices and specialties.
- Hand coded a custom website for the Center for Functional and Integrative Medicine.
- Original webmaster, designer, content developer, and copywriter for the same clinic's website.
- Designed patient education handouts, print marketing materials, and online social marketing and SEO.

Experience in Design, Website, Copywriting, and Other Visual Communications

- Graphic design, photography, and copywriting for print and online using CS3 Photoshop, Dreamweaver, Illustrator, Acrobat, and Corel Painter X, among others.
- Script writing, production, and editing of online product demonstration videos using CS3 Adobe Premier, Soundbooth, and After Effects.
- Written content for blogs, articles, and website pages using XHTML, CSS, JavaScript, and PHP languages

Technical Skills

- Adobe CS3 Suite: Illustrator, Photoshop, Dreamweaver, InDesign, Premier, SoundBooth, and After Effects
- Corel Painter X
- Office Suite: Microsoft Excel, Power Point, Word, Front Page, and Publisher
- Languages: HTML, XHTML, CSS, JavaScript, PHP
- Computers: PC and Macintosh
- Digital Photography, digital illustration, and website layout and navigation

Writing, Management, and Communication Skills

- Training and presenting to end users in the medical field and creating end user training manuals
- Public presentations on health and wellness
- Online blog and print media story crafting and educational content
- Marketing reports and written analysis
- Online and offline educational articles and media content
- Virtual team collaboration across diverse geographies
- Online mass communications and team coordination
- Press releases and brochure content
- Business processes, professional presentations, and marketing plans

Education

Graduate courses in Computer Arts, New Media

Institution: Academy of Art, San Francisco

Dual Bachelor of Science degrees in Business Marketing and Business Management

Institution: University of Phoenix
Major: Dual Bachelor of Science in Business Marketing and Business Management, July 2006

Accomplishments: I graduated with honors and also completed additional course electives in the areas of communication, business writing, and psychology. My core classes included public relations, integrated marketing communications, e-business, global management, and virtual team collaboration.

Employment History

Implementation Specialist

Dates Employed: 10/19/2009 – current
Employer: Meditab Software

Job Description:

- Train physicians, administrators, and medical employees from multiple healthcare specialties on EMR and PMS medical software.
- Manage multiple client and internal documentation projects, coordinate communication strategies, and give both external and internal presentations and webinars.
- Client project management throughout the full implementation life cycle.

Lifestyle Educator and Marketing/Website Manager

Dates Employed: 10/15/2008 – 10/19/2009
Employer: Center for Functional & Integrative Medicine

Job Description:

- Coach patients through the process of lifestyle change to manage chronic disease and lower their health risks naturally.
- Webmaster, designer, and director of online communications, dynamic content, and educational print and marketing media.
- Online social marketing, SEO, blogging, and two online columns.

Marketing Director

Dates Employed: 10/15/2007 – 8/17/2008
Employer: Azna Gluten Free

Job Description:

- Created all content for, and managed the company website and online shopping cart.
- Managed marketing events, and oversaw retail and wholesale customer communications.
- Successfully rolled out a wholesale regional marketing strategy, resulting in multiple new accounts.

Online Marketing and Ecommerce

Dates Employed: 1/15/2007 – 10/12/2007
Employer: A&S BMW Motorcycles and Vespa Roseville

Job Description:

- Created and wrote scripts for original online merchandise videos for the website.
- Managed external online social marketing sites, blogs, and video sites, key word searches, and SEO.
- Provided comprehensive internal business analysis of logistics processes and front end customer relationship processes that resulted in the implementation of a new in-house call center.

Retail Marketing Consultant

Dates Employed: 10/2003 – 1/12/2007
Employer: Self-employed

Job Description:

- Developed marketing strategies and materials for small retail businesses.
- Co-founded KatrinaRelocateCA, a non-profit effort created to match hurricane evacuees with volunteer families in the northern/central California regions.

Fitness Trainer and Post Rehab Instructor

Dates Employed: 1994 – 2003
Employer: Self-employed

Job Description:

- Fitness trainer in multiple corporate and fitness center locations coaching one on one.
- Fitness class instructor in various mediums, including classes for individuals with chronic illnesses.