

DOUG weinbrenner

Profile

Health practitioner and marketing professional with extensive experience in senior-level organizational leadership, strategic communications planning and creative campaign development.

I have a passion for creating new ways of doing old things in order to make wrong things right.

Experience

Account Supervisor, Premier Studios; Lenexa, Kansas

2010-present

Provide strategic marketing and communications leadership to enhance the missional and financial growth of public and private businesses committed to social good.

Impact Includes:

- ▶ Daily account leadership providing digital strategy and developing communications campaigns for socially responsible corporations, humanitarian organizations, healthcare companies, and government agencies.
- ▶ Lead design, digital and audio/visual team members to enhance awareness of clients purpose, increase constituent cultivation, expand revenue development and improve online community activation. Partner with VP, Executive Creative Director and Brand Executive Director to direct brand strategy goals and deliver on-brand, consistent marketing across platforms, promotions, and new business development.
- ▶ Keep a pulse on emerging platforms and trends relevant to Health Communications, Cause Marketing and Corporate Social Responsibility (CSR). This includes building native programs and platforms for clients and their partnerships with Fortune 500 companies including but not limited to FedEx, Johnson & Johnson, Becton, Dickinson and Company, and Hallmark.

National Director of Marketing, PKD Foundation; Kansas City, Missouri

2009-2010

Led marketing, public relations and online communications for organization dedicated to increasing awareness and resources to cure polycystic kidney disease (PKD).

Impact Includes:

- ▶ Facilitated and nurtured strategic partnerships with pharmaceutical and biotech companies to promote client advocacy relations for the advancement and development of drug therapies.
- ▶ Redeveloped organization's online presence by redesigning and repurposing corporate website, creating internal website for staff communications and expanding online patient communities by over 300%.
- ▶ Secured over \$250,000 of paid advertising for value-added sponsorships on highly visible web and print marketing assets.

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Web Content Developer, DHHS/AIDS.gov; Washington, DC

2008-2009

Served as a contract consultant on cross-functional team for the redesign of a technologically intensive website for AIDS.gov which serves as the lead resource for all federal HIV/AIDS information and initiatives.

Impact Includes:

- ▶ Researched and evaluated all existing HIV/AIDS information available on federal agency websites. Participated in meetings with a range of federal agency stakeholders to gather and prioritize information, develop objectives, goals, and timelines.
- ▶ As a subject matter expert, determined and recommended most effective method of information delivery. Assisted in the architecture of the website wireframe. Consulted on web and media strategies, ensuring design and content meet all policies, standards and best practices, as well as usability goals.
- ▶ Wrote and developed content for public users, ensuring information and tools were audience appropriate, clearly organized, of high visual quality and user-friendly.

Director of Client Services, Good Samaritan Project; Kansas City, Missouri

2002-2009

Served in senior-level organizational leadership and provided oversight for delivery of medical and social services, ensuring integrated access to primary care for thousands of patients in a bi-state region.

Impact Includes:

- ▶ Developed and managed over \$2 million in funding from private, public and government sources.
- ▶ Reorganized department and streamlined direct services saving \$100,000 annually.
- ▶ Developed and designed micro-fundraising and patient advocacy digital platforms.

Director of Consumer Services, Mental Health America—Heartland; Kansas City, Kansas

2001-2002

Oversaw direct client services for individuals with severe and persistent mental illness for local chapter of national advocacy and policy organization. Supervised direct service and administrative staff and developed cross-collaboration relationships with safety net organizations.

Education

- ▶ University of Missouri-Kansas City; Masters, Public Administration, 2006 - 2008
- ▶ Missouri State University; Masters, Counseling, 1998 - 2001
- ▶ Evangel University; Bachelors, Psychology and Marketing, 1993 - 1997

Contributions

- ▶ Columnist: MediaPost.com—Marketing:Causes
- ▶ Columnist: Razoo.com
- ▶ Conference Board: Co-Chair Innovative Tools & Technologies Track of the Center for Disease Control and Prevention (CDC) National Conference on Health Communication, Marketing and Media (HCMM)
- ▶ Conference Board: Digital Health Conference Extravaganza
- ▶ Conference Board: Philanthropy Midwest Conference

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