



# ANNA PATTY

communications & public relations leader

Every strategic communications team member wears several “hats” daily. **Education, preparation, and practice** are what it takes to build effective leaders who stand out from the crowd and ensure their organizations shine.


My past roles have included Media Relations Manager, Communications Manager, Entrepreneur, Marketing Strategist, Graphic Designer, Database Administrator, Web Developer, Development Officer, and Event Planner. More often than not, several of these roles have existed simultaneously. Using these challenges as opportunities, I have honed my skills to become an effective leader in my field and continue to seek out additional opportunities to grow further.


Most recently, I served as Director at Oak Hill Strategies, a Washington D.C. based public relations firm. Previous employment experience includes serving as Communications Director at Covenant Family Solutions during a career that spans two decades as a leader in strategic communications and development.

Passionate about helping others achieve their goals and known for a meticulous attention to detail, my goal is to leave no stone unturned when it comes to achieving a goal. In the ever-changing communications landscape, **I have continually worked to expand my skill set while keeping in mind that loyalty, honesty and dependability are the most important qualities.**

The eternal optimist, I believe there is always a way to find the positive in every situation. This work includes ensuring media messaging is honest while allowing an organization’s strengths to shine regardless of the nature of the story. Media relations often requires the ability to shift gears on a moment’s notice and I aspire to do this with confidence. At the same time, I believe that strategic planning can, and often will, prevent the need for crisis public relations tactics.

Giving back to the community is so very important. Over the years, I have served on several community nonprofit boards. I currently volunteer in the Cedar Rapids Community School District in support of its performing arts programs and as a member of the district’s School Improvement Advisory Committee, Pathways Parent Advisory Committee, and Future Ready Task Force.

 6300 Deer Stone Dr SW  
Cedar Rapids, IA 52404

 319-231-9582

 annamarypatty@gmail.com

## EDUCATION

University of Iowa | Iowa City, IA  
Bachelor of Arts 2003

- Majors in Journalism and Spanish
- Minor in Political Science
- Certificate in Latin American Studies

Universidad Nacional | Heredia, Costa Rica  
Study Abroad 1999-2000

- Study abroad experience through the USAC Study Abroad Consortium

## SUCCESSSES, SKILLS & ACHIEVEMENTS

- 2018 Corridor Business Journal Forty Under 40 Honoree.
- Member of Marion Leadership in Action Class of 2018-19.
- Guest Author at the Corridor Business Journal discussing industry topics.
- Speaker at the North American Blackbaud Fundraising Conference.
- Guest speaker at Mount Mercy University Graduate School.
- Developed strategic, evidence-based communication strategies to build and support a unified brand voice.

# WORK EXPERIENCE

## OAK HILL STRATEGIES | WASHINGTON D.C. (REMOTE) DIRECTOR (2024-2025)

- Direct and implement communication and outreach initiatives for clients in the public health sector.
- Create strategic social media campaigns aligned to campaign goals.
- Manage, organize and develop discussion guides for virtual town hall events and webinars for audiences between 200 and 25,000 individuals.

## COVENANT FAMILY SOLUTIONS | CEDAR RAPIDS, IA COMMUNICATIONS DIRECTOR (2023-2024)

- Oversee all internal and external communication efforts.
- Design and manage engaging, responsive internal and external websites.
- Generate and edit content.
- Plan and execute media relations efforts to increase brand awareness.
- Design various collateral marketing pieces including brochures and materials for specific initiatives.

## COVENANT FAMILY SOLUTIONS | CEDAR RAPIDS, IA DIRECTOR OF COMMUNICATIONS & TALENT ACQUISITION (2021-2023)

- Oversee the communication and talent acquisition efforts for Covenant Family Solutions.
- Direct and implement marketing initiatives for new clinics.
- Recruit and hire more than 60 licensed mental healthcare providers with masters degrees or higher.
- Plan and execute media relations efforts to increase brand awareness.

## COVENANT FAMILY SOLUTIONS | CEDAR RAPIDS, IA MARKETING & COMMUNICATIONS DIRECTOR (2020-2021)

- Oversee all marketing and communication efforts.
- Direct and implement marketing initiatives for new service lines.
- Design an engaging, responsive website from the ground up including custom build out of site infrastructure to manage multiple provider profiles across several locations.
- Generate and edit content.
- Plan and execute media relations efforts.
- Design various collateral marketing pieces including brochures and materials for specific initiatives.

## BE THE GOOD CONSULTING, LLC | CEDAR RAPIDS, IA OWNER, PRESIDENT (2019-PRESENT)

- Founded a consulting firm specializing in providing marketing, public relations and fundraising services with a unique focus in supporting client needs while intertwining social responsibility into their core values.
- Strategically assist clients in identifying and achieving immediate and long range organizational goals.
- Effectively implement strategic tasks including graphic design, writing, media relations, data segmenting and multi-channel communications efforts.
- Maintain a record of attaining comprehensive media coverage for client initiatives, utilizing relationships and positive reputation with media outlets of all journalistic mediums.

## EPIPHANY — YOUR CREATIVE SPARK, INC. | MARION, IA CO-OWNER, VICE PRESIDENT (2018-2019)

- Successfully launched a marketing company achieving quick success and attention from several local media outlets in celebration of innovative women-owned firm.
- Strategically assisted clients in identifying and achieving marketing, public relations and fundraising goals.

## WORK EXPERIENCE (CONT'D)

### MARKETING & COMMUNICATION STRATEGIES, INC. | CEDAR RAPIDS, IA COMMUNICATION STRATEGIST (2016-17)

- Identified, developed, and evaluated marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Wrote professional speeches for client company executives and provided media training to executives.
- Provided media management, including coordination of interviews to strategically rollout communications objectives and narratives. This work included crisis management services as needed.
- Oversaw multiple fundraising appeals and donor communications to ensure fundraising goals were met.
- Managed social media presence and media relations efforts in an ever-changing media landscape.

### FOUR OAKS FAMILY & CHILDREN'S SERVICES | CEDAR RAPIDS, IA COMMUNICATIONS MANAGER (2011-16)

- Collaborated with team to produce fundraising results that exceeded annual goal by 22%.
- Collaborated with senior staff to set strategic fundraising goals, including leading the effort to transition to new CRM software built on the Salesforce platform to allow for effective communication with constituents.
- Oversaw multiple fundraising appeals and donor communications to ensure fundraising goals were met.
- Designed marketing materials for organization including print advertisements, billboards, newsletters, fundraising communications, letterhead and business cards.
- Managed social media presence and media relations efforts in an ever-changing media landscape.
- Oversaw and mentored junior/senior level communications and fundraising interns from the University of Iowa School of Journalism and other 4-year institutions.

### CATHERINE MCAULEY CENTER | CEDAR RAPIDS, IA DEVELOPMENT & COMMUNICATIONS MANAGER (2011)

- Successfully planned and conducted a large annual fundraising event including raffle and silent auction.
- Managed social media presence for organization.
- Designed all marketing materials for organization including print advertisements, billboards, newsletters, fundraising communications, letterhead and business cards.
- Managed and input data into donor database software, including creation of complex fundraising reports.

### PLANNED PARENTHOOD OF EAST CENTRAL IOWA | CEDAR RAPIDS, IA DEVELOPMENT & COMMUNICATIONS COORDINATOR (2008-11)

- Designed all marketing materials for organization including print advertisements, billboards, newsletters, fundraising communications, letterhead, envelopes and business cards.
- Assisted increasing comprehensive fundraising revenue by 29% in the midst of the national economic crisis.
- Increased revenue of annual cancer screening phonathon and year-end direct mail campaign, 59% and 36% respectively, by examining practices and redesigning each fundraising vehicle.
- Managed and input data into donor database software, including creation of complex fundraising reports.

# VOLUNTEER EXPERIENCE

## CEDAR RAPIDS COMMUNITY SCHOOL DISTRICT (2019–PRESENT) | CEDAR RAPIDS, IA

- Provide feedback to district leadership from a parent and professional perspective regarding educational priorities, student learning goals, and bullying prevention within the Cedar Rapids Community School District as a member of the School Improvement Advisory Committee.
- Serve as president-elect of the Jefferson Choral Auxiliary, a 501(c)(3) nonprofit organization, whose purpose is to provide financial and volunteer support to the Jefferson High School Vocal Music Department.
- Provide feedback and recommendations to district leadership as a member of the district's Pathways Parent Advisory Committee and Future Ready Task Force. Both programs are tasked with determining the future of the physical and academic infrastructure for the second-largest school district in the state.

## GIRL SCOUTS OF EASTERN IOWA AND WESTERN ILLINOIS (2019–2021) | IOWA

- Board Member since 2019.
- Provide guidance to organization leadership in areas of expertise (marketing, fundraising).

## FAMILY PROMISE OF LINN COUNTY (2016–2022) | CEDAR RAPIDS, IA

- Board Member 2016–2019, Board Vice President 2019–2022.
- Chair Fundraising Committee.
- Helped direct fundraising strategy to ensure a consistent income enabling program to re-open and begin serving homeless families with children in the Cedar Rapids area.
- Donated time and expertise to collaborate with fellow board members in the planning and execution of fundraising activities.
- Recruited new board members to support the organization.

## WOMEN'S EQUALITY COALITION OF LINN COUNTY (2011–17) | CEDAR RAPIDS, IA

- Board Member from 2011–17, Chair from 2012–2015.
- Helped lead the effort to achieve 501(c)3 status.
- Oversaw strategic planning to develop mission, vision and goals.
- Collaborated with board to plan and execute annual Women's Equality Day event.

## PPFA DEVELOPMENT OFFICERS COUNCIL (2008–10) | UNITED STATES

- Member of nationwide development association for Planned Parenthood Federation of America.
- Attended annual fundraising conference to further knowledge of best practices in the field.

## CEDAR RAPIDS CITO EXTRAVAGANZA (2008–10) | CEDAR RAPIDS, IA

- Co-founder and director of annual event.
- Actively plan and participate in a group event to clean up a local park for official Cache In Trash Out Day.

## ADA AMERICA'S WALK/RUN FOR DIABETES (2008) | CEDAR RAPIDS, IA

- Public Relations Chairperson for event.
- Helped to raise funds for the American Diabetes Association.
- Assisted in promoting event to local media to increase awareness of the event, the American Diabetes Association and of the growing prevalence of diabetes in the current society.
- Designed various printed materials for the event.

## UNIVERSITY OF IOWA DANCE MARATHON (2001–03) | IOWA CITY, IA

- Participated in University of Iowa Dance Marathon to raise funds for the pediatric oncology department at the University of Iowa Stead Family Children's Hospital.
- Contributed time and talent as member of Public Relations Committee for event.

**"No act of kindness, no matter how small, is ever wasted." – Aesop**