

Dinah B. Schuster

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My wealth of experience in the corporate communications space is underscored by a commitment to the highest levels of quality output, client satisfaction and professional integrity. Areas of expertise include:

Marketing communications	Internal communications	Change management
Employee Engagement	Executive communications	Project management

Penn Medicine • Philadelphia, PA

2016–Present

Organizational Change Communications Manager

Support multiple change initiatives that span the entire health system and affect over 40,000 employees across a disperse geographic region. Leverage a variety of communications channels and supporting data to deliver targeted messages. Consult with clinical staff, corporate employees, administration and senior leadership to provide insight and expertise. Maintain editorial calendar for recurring section of system-wide news publication in order to promote HR offerings and current projects.

- Lead strategic communications for marquis projects including new patient pavilion, off-site surgical equipment sterilization facility, sepsis awareness efforts and patient experience culture initiatives.
- Work in concert with colleagues in public relations and media relations to address topical issues that directly impact our employees and the community.
- Supported opening of new cardiac rehab facility with targeted communications activities in conjunction with marketing efforts. Early projections indicate that the referral rate for new patients is on pace to exceed 100% initial estimations.
- Co-produced series of town halls in order to establish new voices of leadership for transforming the campus of the largest entity in the health system. Efforts include presentation development, video production, executive remarks and event communications. Livestreaming and playback surpassed expectations with 2300 views for the inaugural town hall.

Small Fry Society LLC

2014–2016

Marketing Consultant

Engaged in marketing activities to support the exponential growth of nationally acclaimed event for new and expectant parents.

Mercer • Philadelphia, PA

2011

Senior Associate/Project Manager

Implemented communication, learning and development initiatives to optimize relationship managers' service delivery to 80 largest global clients.

- Produced webcasts to promote selling strategy for consulting services related to the healthcare practice. Engaged more than 50% of 200 client managers and sales professionals.
- Devised comprehensive process and website to effectively guide relationship managers through client portfolio changes and create upselling opportunities.

American Express • New York, NY

2000–2009

Global Communications Manager

Developed communications and employee engagement strategies for business travel division supporting 22,000 employees globally. Partnered with senior leaders and led teams to implement business initiatives. Utilized multiple channels to maximize impact and drive results.

- Led the creative direction for global change management and communications plan that helped reduce expenses by \$480MM as part of a business transformation.
- Partnered with the marketing department to introduce new branding and visual identity, and ensured compliance with brand standards.
- Promoted usage of preferred suppliers' products and services to reinforce revenue sources using integrated marketing and communications strategy.
- Provided content development support for annual reward and recognition event.

Penn's Landing Corporation • Public Relations Director

1996–2000

Education

Bachelor of Science • Marketing and English
Albright College • Reading, PA

Certificate, Desktop Publishing/Computer Graphics
Moore College of Art & Design • Philadelphia, PA

Health and Wellness Experience

Philly Girls in Motion • Facilitator

2010–2012

West Kensington Ministry • Consultant

2010–2011

Fitness Coach

2009–2011

Education

Certified Personal Trainer • American College of Sports Medicine • Indianapolis, IN

Health & Wellness Coach Training Program Wellcoaches® • Wellesley, MA