

Stephanie J. Ramos, MS

SUMMARY

Strategic communications leader with 10+ years of experience who bridges the gap between business priorities and employee needs to align organizations for powerful change. A builder who leads with empathy and bloodhound-ish curiosity, with a sense of duty to advocate for diverse employee voices. Avid learner and self-starter; creative strategist; thoughtful collaborator.

EXPERIENCE

MOUNT SINAI HEALTH SYSTEM

NYC

Director, Internal Communications (created the role)

February 2021-Present

After success at the hospital level, chosen to develop and implement a new internal communications strategy for Mount Sinai Health System, comprising eight hospitals, 400 outpatient practices, medical and research school, and 40,000+ employees. There had been no dedicated, proactive internal communications lead before:

- Build system-wide internal communications processes and content to increase content relevancy, drive connectivity, build efficiency, modernize channels to reach front-line staff, and build morale
- Lead the centralization and standardization of internal communications across the organization
- Oversee day-to-day coordination of system-wide and executive communications
- Partner with technology team to migrate email content to a new mobile employee communications platform intended to inform, educate, and inspire more front-line health care employees

Successes:

- Led multi-channel communications planning for first ever system-wide employee engagement survey with response rate of 58% of 40,000+ workforce (goal of 50%), using video, email, print, cascade, and organizational networking for success
- Produced first ever anti-racism/DEI e-newsletter, including a plan for cascading to the front-line; steady engagement over six months with 50% open rate
- Led systemwide, cross-functional committee to build a new, proactive plan highlighting employee voices in observing staff appreciation dates and cultural holidays

MOUNT SINAI BETH ISRAEL HOSPITAL

NYC

Communications Manager (created the role)

May 2017-January 2021

Develop from scratch the internal communications strategy for hospital and 20+ outpatient locations during rapid change (4,000 employees):

- Build and own narrative and strategic communications plan to foster trust between executives during a merger, including the development of channels for a diverse, non-desk workforce and surrounding community: emails, social media, Zoom town halls, blog, videos, print, and intranet
- Onsite crisis lead/Public Information Officer for COVID-19 surge in 2020
- Improve employee experience through process improvement methods

Successes:

- Chosen to participate in Lean process improvement course with executives which led to improvements in visitor communications (won Stanford's Lean Process Improvement People's Choice Award when presenting the project)
- Increased town hall attendance by 50% by engaging directors and supervisors and improving invitation call to action; and then by 320% through digital streaming
- Started an employee Instagram account to have conversations: employee responses up 540% in 2020; included recognition, company legacy/history, employee contests, and operational reminders.
- Advisor and lead producer for virtual COVID-19 staff memorial service streamed to 1400+ people

RM STRATEGIC MARKETING

Marketing & Communications Director

**NYC
2011-2017**

- Strategic branding and communications consultant for many leaders in the financial industry, including leading AXA's successful, national brand aggregation initiative, *The Business Strategies Group*, which consisted of field research and targeted sales messaging (websites and collateral) for 70+ agents
- Content and branding consultant for life insurance agents, including internal newsletters, email marketing, websites, social media, blogging, and case studies

AMERICAN DIABETES ASSOCIATION

Tour-De-Cure Coordinator

**NYC
2011**

- Build marketing and fundraising strategy that raised \$480,000 for diabetes awareness; recruit and organize 100 volunteers; coordinate rest stops, signage, and emergency services for over 600 cyclists through NYC and NJ

SINGER/ACTOR/PILATES INSTRUCTOR

Self-Employed

**NYC
2007-2015**

- Opera and Music Theatre performer; venues include 54 Below (NYC), Yale School of Music, Virginia Arts Festival, Notre Dame Cathedral
- Fully-certified Pilates teacher in mat and apparatus since 2012

EDUCATION

Northwestern University, Master of Science in Communication, Hybrid Leadership Program **2020**

- Creative Branding and Design Certificate; Relevant coursework: organizational networks, strategic communications, public persuasion and speech writing, information design, negotiation, content marketing, managing conflict

Oklahoma City University, Bachelor of Music, summa cum laude **2007**

CERTIFICATIONS AND SKILLS

- Content Management Systems and social media (website, email marketing, blog, intranet, mobile app; e.g. Bananatag, Social Chorus, Contact Monkey, etc.)
- Intermediate Adobe: InDesign, Premiere Pro, Photoshop
- FEMA Incident Command System Courses 100, 200, 700
- Just Culture Certified Champion through Outcome Engenuity/The Just Culture Company

THOUGHT LEADERSHIP

- ["7 Experts Share Essential Skills of IC Pros in 2020"](#)- Contributor (Smarp.com)
- ["Employee Communications in Healthcare: Trends in 2020"](#) – Contributor (Smarp.com)
- ["Chuck Chats: Communicating to Nurses and Physicians with Stephanie Ramos"](#) (Sponsored by Bananatag)
- [Icology](#) podcast contributor on Recognition, Culture, and Internal Communications

PROFESSIONAL AFFILIATIONS AND AWARDS

- **Stanford Health Care LEAN Process Improvement People's Choice Award** (Stanford Lean Academic Healthcare Conference 2019) for poster: "Where's Waldo: Improving the Perioperative Visitor Experience"
- Northwestern Alumni Association, Northwestern Master of Science in Communication Alumni Association, Oklahoma City University Alumni Association (OCUNYC)