

# Stephanie J. Ramos

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## **SUMMARY**

Communications leader 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 a wide range of diverse employee voices. Performing arts background that fosters collaboration and success among business, creative, clinical, and technical teams.

## **EXPERIENCE**

### **MOUNT SINAI BETH ISRAEL HOSPITAL**

#### **Communications Manager**

**NYC**

**May 2017-present**

Lead communications strategy, working cross-functionally, advising the executive team, and developing from scratch the internal communications foundation for hospital and 20+ outpatient locations, including 4000+ employees during rapid change:

- Build and own narrative and strategic plan to foster trust between executives and diverse employees after merger and during transformation
- Owner of innovative content and channels for a diverse, non-desk workforce and surrounding community, including emails, social media, Zoom Town Halls, blog, videos, and intranet; measure effectiveness
- Lead internal crisis communications as Public Information Officer, including serving as the onsite crisis communications team lead for COVID-19 surge
- Liaison for Mount Sinai Health System marketing, public relations, diversity and inclusion, digital teams; support patient communications at MSBI
- Improve employee experience through process improvement methods

Successes:

- 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
- Advisor and 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 AXA's successful, national brand aggregation initiative, *The Business Strategies Group*, including field research and targeted sales messaging (websites and collateral) for 70+ agents
- Content and branding consultant for life insurance agents, including email marketing, white papers, websites, social media, blogging, and case studies
- Audit clients' websites and virtual campaigns; provide intuitive account management; project manage creative assets
- Content consultant and project manager for Penn Mutual's monthly newsletter for employees

**AMERICAN DIABETES ASSOCIATION**  
**Tour-De-Cure Coordinator**

**NYC**  
**2011**

- Contribute to 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 in NYC
- 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

**MEDIA & PUBLICATIONS**

- [“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

**EDUCATION**

**Northwestern University**, Master of Science in Communication

**2020**

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

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

**2007**

**CERTIFICATIONS AND SKILLS**

- Adobe Creative Cloud Suite
- Content Management Systems (website, blog, intranet)
- Email Marketing Platforms
- FEMA Incident Command System Courses 100, 200, 700
- Just Culture Certified Champion through Outcome Engenuity

**PROFESSIONAL AFFILIATIONS AND AWARDS**

- **Stanford LEAN People’s Choice Award** (Stanford Lean Academic Healthcare Conference 2019) for poster: “Where’s Waldo: Improving the Perioperative Visitor Experience”
- New York Women in Communications
- Public Relations Society of America, Employee Communications & NYC Section
- Northwestern Alumni Association, Northwestern Master of Science in Communication Alumni Association, Oklahoma City University Alumni Association (OCUNYC)
- TechQuality Health 2.0 mentorship 2017