

Emily Lemiska

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Communications strategist with 15 years of experience in health and nonprofit sectors

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EXPERIENCE

YALE UNIVERSITY SCHOOL OF MEDICINE, EMERGENCY MEDICAL SERVICES FOR CHILDREN INNOVATION & IMPROVEMENT CENTER

Director of Communications (March 2021–present)

Member of executive team at federal grant program working to enhance emergency care for children through quality improvement science; responsible for supporting communications for \$22M in annual funding.

- Led unified branding effort across 24+ previously distinct brands.
- Spearheaded redesign of newsletter and email strategy, leading to 2K new subscribers.
- Currently overseeing web revamp with 98K annual users, contributing to +25% traffic annually.
- Launched 10+ internal communications resources, including style guide, editorial calendar, staff newsletter, and resource libraries.
- Established communications metrics framework and co-led operationalizing of SMART aims.
- Advocated for increased communications staff, leading to the hiring of three team members and creation of two fellowship positions. Assigns work to team.
- Liaises with federal funders and develops all marketing and impact materials.
- Holds staff trainings and providing onboarding for all new hires.
- Leads monthly meetings with reps from organizations like the American Academy of Pediatrics.
- Helped write grant and kickstart communications strategy for parallel program, the Pediatric Pandemic Network, launching its branding, website, and social media.

U.S. PAIN FOUNDATION

Director of Communications and Educational Programming (Feb. 2016–March 2021)

Seniormost communications staff at the leading nonprofit serving pediatric and adult patients with chronic pain through \$3M in annual funding.

- Led content strategy for 12 programs across channels including web (100K annual users); email (26K subscribers); social media (245K followers); and media (~5 placements annually).
- Coordinated internal communications, establishing organization's first branded templates, style guide, shared calendar, regular team meeting, and analytics processes.
- Assisted CEO in executive responsibilities ranging from drafting funding proposals and meeting with donors to ensuring 501(3)(c) compliance.
- Managed publication of all marketing materials, from brochures to annual reports, and spearheaded creative strategy for large-scale marketing campaigns.
- Represented organization in presentations at national conferences and events; launched and emceed organization's first educational webinar series.
- Assigned work to three team members.

MULTIPLE CLIENTS

Freelance Writer and Consultant (March 2013–Jan. 2016)

Served as writer, editor, and communications consultant for clients, including:

- University of Michigan Institute for Social Research
- Carnegie Communications
- Massachusetts General Hospital Development Office

MASSACHUSETTS GENERAL HOSPITAL PUBLIC AFFAIRS OFFICE

Internal Communications Officer (Feb. 2009–Feb. 2013)

Seniormost internal communications staff member for one of nation's top hospitals with 25K+ staff.

- Editor of weekly, hospital-wide newsletter, with a circulation of 11,000+.
- Supported internal communications strategy, crafting messaging on behalf of hospital president, maintaining intranet, and coordinating with Human Resources on various employee campaigns.
- Served as communications strategist for key areas, including quality and safety, infection control, disparities, and community health.
- Pitched to news outlets and handled a 24/7 media pager six weeks each year.

EDUCATION

NORTHEASTERN UNIVERSITY

BA in English and a minor in Political Science (Sept. 2004 – Dec. 2008)

- Graduated summa cum laude in Honors Program.
- Completed two six-month internships with Mass General Hospital and Thomson Publishing.
- Served as editor-in-chief of literary magazine and vice chair of Student Media Board.

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