

# DOUG weinbrenner

## Profile

I am career long public health practitioner turned agency account supervisor with extensive experience in senior-level organizational leadership, strategic communications planning, creative campaign development and a passion for creating new ways of doing old things in order to make wrong things right.

## Experience

### **Account Supervisor, Premier Studios; Lenexa, Kansas**

**2010-present**

Lead design, digital and audio/visual team members to enhance clients' awareness, increase donor cultivation, expand business development and improve online community activation. Partner with VP, Executive Creative Director and Brand Executive Director to direct brand strategy goals and deliver on-brand, consistent marketing across platforms, promotions, and new business development.

Keep a pulse on emerging platforms and trends that are relevant to Public Health Communications, Social Marketing, Cause Marketing and Corporate Social Responsibility (CSR). This includes building native programs and platforms for corporate citizenship partnerships with Fortune 500 corporations including but not limited to FedEx, Johnson & Johnson, Becton, Dickinson and Company, and Hallmark.

### **National Director of Marketing, PKD Foundation; Kansas City, Missouri**

**2009-2010**

Led marketing, public relations and online communications for organization dedicated to curing polycystic kidney disease (PKD), increasing awareness and resources to cure PKD.

- Completely redeveloped organization's online presence, redesigning and repurposing corporate website, created internal website for staff communication.
- Discontinued major media advertising in favor of more targeted, crowd sourcing efforts that cultivated and expanded an impassioned online community by 300%.
- Participated in funding development, securing over \$150,000 of revenue for value-added sponsorships on highly visible web and print marketing assets.

### **Web Content Strategist, DHHS/AIDS.gov; Washington, DC**

**2008-2009**

Served as a contract consultant on cross-functional team for the redesign of a technologically intensive website for AIDS.gov which serves as the lead resource for all federal HIV/AIDS information and initiatives.

- Researched and evaluated all existing HIV/AIDS information available on federal agency websites, providing content inventory to create comprehensive and innovative resource for HIV/AIDS information.
- Consulted on web and media strategies, including blogs, podcasts, videos and other social media applications, ensuring design and content meet all policies, standards and best practices, as well as usability goals.
- Wrote and developed content for public users, ensuring information and tools were audience appropriate, clearly organized, of high visual quality and user-friendly.

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## Experience

### **Director of Client Services, Good Samaritan Project; Kansas City, Missouri**

**2002-2009**

Served in senior-level organizational leadership and provided oversight for delivery of medical and social services, ensuring integrated access to primary care for thousands of patients in a bi-state, 11-county region.

- Developed and managed over \$2 million in contracts with funding from private, state and federal sources.
- Following reduction of funding, reorganized department, saving \$100,000 annually and streamlining service delivery.
- Developed and implemented client and service-centric web initiatives, including social networking platforms.

### **Director of Consumer Services, Mental Health America of the Heartland; Kansas City, Kansas**

**2001-2002**

Oversaw direct client services for individuals with severe and persistent mental illness for local chapter of national nonprofit organization. Supervised direct service and administrative staff and developed relationships with community service organizations.

### **Director of Graphic Design, Missouri State University; Springfield, Missouri**

**1998-2001**

As graduate assistant, led graphics team in design and production of publicity materials for Office of Student Activities. Designed and developed full range of graphics communications products, as well as websites.

## Education

University of Missouri-Kansas City; Masters, Public Administration, 2006 - 2008

Missouri State University; Masters, Counseling, 1998 - 2001

Evangel University; Bachelors, Psychology and Marketing, 1993 - 1997

## Contributions

- Monthly Columnist for MediaPost.com - Marketing:Causes
- Monthly Columnist for Razoo.com
- Conference Board: Co-Chair Innovative Tools & Technologies Track of the Center for Disease Control and Prevention (CDC) National Conference on Health Communication, Marketing and Media (HCMM)
- Conference Board: Digital Health Conference Extravaganza
- Conference Board: Philanthropy Midwest Conference

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