

Nancy L. Waite

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An organized and experienced self-starter with outstanding customer service who carries out effective communication, public relations, and marketing initiatives to engage targeted audiences and accomplish desired results.

EXPERIENCE

University of Nebraska-Lincoln, College of Journalism and Mass Communications

August 2020-present

P/T Lecturer

- Teaches technical communications.

Freelance Services

2011-2018

- Provided healthcare clients with writing, editing, project management and public relations services. Driven to surpass customer expectations.
- Served as a registration specialist in 2016 for Bright Lights, helping families register more than 1,000 children for summer camps and managing online registration system.
- Worked as temporary employee in 2017-18 for the UNL College of Journalism and Mass Communications as needed for special events.

University of Nebraska-Lincoln, College of Journalism and Mass Communications

August 2010-May 2011

P/T Lecturer

- Taught effective business writing and explained business communication strategies.

Bayfront Health System, St. Petersburg, FL

January 2005-May 2009

Public Affairs Officer

- Served as official hospital spokeswoman and coordinated media relations, which included securing stories on local and national television stations and in print publications, as well as with electronic and social media. Exceeded proactive media placement goals every year. Managed national and local media blitz on the birth of Florida's first set of sextuplets.
- Managed staff on major team projects, such as community outreach partnerships with local businesses to promote hospital services and massive reinvention of hospital website to maximize its functionality and appearance to reflect brand strategy and overall patient experience. Website earned two industry awards.
- Developed public relations campaigns, which included multimedia documents, press releases, talking points, crisis communications materials, blog posts and hospital expert guide.
- Worked on government relations issues – local, state and federal – including meeting key elected officials and staffers to discuss legislative priorities; organizing tours; and drafting white papers and language for legislation. Helped secure federal funding in 2009 for relocation of hospital's obstetrical program in new neighboring children's hospital.

- Acted as lead member of crisis communications team both internally and externally. Situations included hurricanes, gunman on hospital grounds, layoffs, police officer shootings, high-profile patients, and a notable car accident involving a national celebrity's son.

June 2001-January 2005

Public Relations Writer

- Managed all internal communications for nonprofit health system with 2,000-plus employees by coordinating with the organization's senior leaders and key members of human resources.
- Wrote, edited, and supervised design and distribution of weekly employee newsletter.
- Produced monthly physician newsletter and quarterly nursing publication.
- Wrote content for website, as well as award nominations for hospital and its employees.
- Contributed to other writing projects, including executive speeches, memos and correspondence, as well as the Bayfront Health Foundation fundraising materials.
- Worked with marketing department on collateral materials, including brochure and ad copy.
- Planned and assisted in special events such as the hospital's 100th anniversary, heart center grand opening and employee recognition festivities.

John Heagney Public Relations, Holiday, FL

July 2000-June 2001

Account Executive

- Wrote press releases, newsletter stories, advertorials, and feature articles for clients.
- Managed day-to-day operations of client accounts, including media coverage.

Arkansas Democrat-Gazette, Little Rock, AR

November 1998-February 2000

Copy Editor, Wire Editor and Projects Editor

- Edited news and feature stories for state's largest newspaper.
- Collaborated on special projects with reporters, editors, designers and management.
- Mentored and trained new employees.

The Des Moines Register, Des Moines, IA

January 1998-November 1998

Copy Editor

- Edited local, national and international stories for state's largest newspaper, as well as designed news pages. Assisted in special projects.

EDUCATION

Bachelor of Journalism in News-Editorial, University of Nebraska-Lincoln, 1997

Bachelor of Science in Political Science, University of Nebraska-Lincoln, 1997