

PENELOPE STEWART

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CAREER SUMMARY

Seasoned **Marketing and Community Outreach Professional** with extensive management experience working with numerous community partners on multiple projects, with a focus on healthcare. Skilled at defining strategic and operational objectives with executive management and executing objectives organizational-wide. Possess strong team building skills, goal-oriented, thorough, and well-organized planner, with a successful record of accomplishment in developing plans, completing projects on time and within budget. Reputation for effectively communicating with diverse leadership groups in the community.

Expertise includes:

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| Project Management | Cross-Functional Management |
| Community Relations | Public Relations |
| Relationship Building | Leveraging Team Strengths |
| Staff Development/Coaching | Event Planning/Script Writing |
| Public Speaking | Customer Service Focus |

PROFESSIONAL EXPERIENCE

OUTREACH COMMUNITY HEALTH CENTERS, Milwaukee WI

Director of Marketing

2019 to 2023

Responsible for planning and development of all marketing activities.

- Developed and implemented plans to oversee all naming and branding of organizational programs and services.
- Maintained and refreshed website content and all social media campaigns.
- Assisted in the development of grant applications and opportunities for new program development.
- Created Annual Report, monthly and routine reports to maintain connectivity to the community, the Board of Directors and the President and Chief Executive Officer.
- Participated in professional networking committee meetings and programs.
- Participated in positioning the organization for the Affordable Care Act and worked closely with community health partners, medical providers to provide continuous healthcare services during the COVID-19 pandemic.

- Coordinated and facilitated Annual Meetings and Annual Community Health & Resource Fair which was attended by 600 families in the Milwaukee Community.
- Worked collaboratively with board, management and staff to plan and execute a 20-million-dollar 58,000 square feet expansion at the outpatient clinic.
- Retired in July 2023.

ASCENSION WISCONSIN, Milwaukee, WI

Community Outreach Coordinator, Community Services

2013 to 2019

Responsible for coordinating and marketing community outreach programs and activities.

- Developed annual and long-term business and marketing plans for community outreach to achieve organization strategic goals.
- Analyzes community needs to determine program opportunities, scope and goals. Track and reports data to substantiate efforts.
- Maintained relationships with community resources, referral sources, agencies, and associations.
- Build collaborative relationships with individuals and organizations within the community to identify specialized providers of patient support services.
- Worked closely with Columbia St. Mary's Foundation Department to provide support documentation for community outreach programs to identify new grant opportunities.
- Coordinated health education programs and outreach activities for associates and community partners.
- Marketed services throughout the community. Created flyers, posters, brochures, health education and promotional material needed to effectively publicize offered services and events.
- Maintained event calendar, coordinated and trained volunteer staff for outreach and education events.
- Managed and facilitates Ascension Urban Church Wellness program which consists of 110 churches of various denominations in the Milwaukee area.
- Managed the successful launch of two award winning initiatives, Strong Baby Sanctuary, a program to improve birth outcome, and the Be of Good Heart initiative, a community outreach program designed to raise awareness, educate and screen people living in central-city Milwaukee for diabetes and hypertension – chronic diseases that can lead to heart disease.
- Worked closely with the paraprofessionals and volunteers in their delivery of health education and screening activities at Ascension Ebenezer Health Resource Center, Ascension Columbia St. Mary's and Ascension St. Joseph campuses.

BLOODCENTER OF WISCONSIN, Milwaukee, WI

Community Outreach Manager

Community Blood Donation and Marrow Donor Programs

2004 to 2013

Responsible for managing multiple departments working with all levels of management and cross-functional teams.

- Provided performance evaluation, training, coaching and development.
- Developed and maintained a Community Advisory Council consisting of twenty (20) key community leaders and organizations in health, politics and religion.
- Launched a community-based initiative to increase blood donation in the minority communities with a focus on African American donors. Resulted in successfully increasing donation by 25% within targeted group by developing and maintaining relationships with the media, Milwaukee Public Schools, civil groups, non-profits and within the faith-based community.
- Led institution in developing a visual management board to track daily team performance which was instrumental in significantly increasing ranking in every rating criteria established by the National Marrow Donor Program, a key organizational partner. Resulted in leading the country in turnaround time for a key metric which contributed to the department increasing workload by 68% within a one-year period.
- Interacted with key internal stakeholders throughout the organization, including Donor Group Recruitment, Marketing Department, Fund Development Department, Wisconsin Donor Network, Wisconsin Tissue Bank, Wisconsin Comprehensive Sickle Cell Disease Center and National Marrow Donor Program and the University of Wisconsin - Milwaukee Champion Council.
- Collaborated with internal and external partners to identify industry trends to plan, executed business goals to ensure program growth, customer satisfaction, operational/cost-effectiveness, and quality were achieved.
- Managed systems that tracked performance to goal and provided key data to the executive team and community partners on a routine basis.

MILWAUKEE RADIO ALLIANCE - 1290 WMCS, Milwaukee, WI

1997 to 2004

Sales Manager / Senior Account Executive

Responsible for managing high profile accounts and served as an ambassador at key community events.

- Managed, trained and hired a staff of seven (7) Account Executives.
- Coordinated comprehensive marketing campaigns for clients that effectively enhanced corporate image, and outreach efforts.
- Developed marketing materials for the Sales, Promotion and Programming Departments.
- Actively participated in Milwaukee Radio Alliance (1290 WMCS, Smooth Jazz WJZI 93.3 and WLUM, 102.1 FM) continuous quality improvement program.
- Efforts resulted in first record breaking sales month and year for 1290 WMCS Radio Station.

EDUCATION

BA, Business, Mount Mary College, Milwaukee, WI

COMPUTER SKILLS

Proficient in computer applications, Microsoft Office, Excel, PowerPoint and Databases.

AWARDS /APPOINTMENTS / MEMBERSHIPS:

- Aurora Mount Sinai Thought Leadership Committee Member
- University of Wisconsin – Milwaukee Maternal Child Pipeline Program “Strong Baby Sanctuary”
- Community Brainstorming Conference “Ordinary People Doing Extraordinary Things in Healthcare”
- Milwaukee BizTime Media Healthcare Heroes “Strong Baby Sanctuary”
- Milwaukee BizTime Media Healthcare Heroes “Be of Good Heart”
- Milwaukee Mosaic Partnerships Member
- Milwaukee Times Black Excellence Awards, Corporate Trailblazer Honoree
- Omega Psi Phi Fraternity, Inc. Kappa Phi Chapter Milwaukee Citizen of the Year
- Saint Mark A.M.E. Church Dr. Martin Luther King, Jr. Corporate Leadership
- Co-Chair, Milwaukee Health Care Partnership’s Healthy MKE Committee
- Former Commissioner, Milwaukee County Parks
- Johnson Park Neighborhood Association Former Board Member