

CATHERINE CROMMETT

2 Oakwood Road • Paxton, Massachusetts • 508.981.4373 • katiecrommett.com

Strong creative professional with strategic vision. Respected idea-generator, team-builder and mentor.

EXPERIENCE

Fallon Health (not-for-profit health insurer)

Digital Communications Manager, April 2019 to present

Senior Digital Content Specialist, September 2013 – April 2019

Web Content Specialist, July 2009 – September 2013

Designed, wrote, architected and developed highly regulated marketing websites for multiple product lines and audiences. **Created, implemented and reported on** social media strategy, processes and content.

Monitored and responded to social media activity. **Lead** internal digital training initiatives. **Mentored** coworkers on digital skills. **Wrote, managed and reported on** lead generation activities and vendor email communications.

Freelance marketing professional

April 2008 – present, as needed

Wrote product descriptions for the Life is good company (April 2008 – March 2010).

Wrote SEO-friendly website copy for Market Masters Legal (March 2009 – September 2009).

Photography services (head shots, website photos) for small businesses

Front-end development, content writing, architecture on WordPress platform for small businesses

Fallon Community Health Plan

Communications Specialist, June 2007 – April 2008

Copywriter/Copy Editor, December 2002 – June 2007

Assisted in **driving membership growth** through **writing, editing and coordinating production of printed marketing materials** for broker, employer and prospective member audiences. **Updated corporate style guide. Created catalog system** for all corporate letters.

TidalWire, Inc. (dissolved) - Web Researcher/Product Catalog Administrator, May 2002 – December 2002

Created content on news and products for corporate website. **Edited and managed production** of print materials.

Workscope (dissolved)- Document Designer, September 2000 – April 2002

Desktop publishing and design of employee benefits communications materials.

American International College

Public Relations Assistant, September 1999 – September 2000

Coordinated media opportunities for college faculty and staff. **Wrote and distributed press releases. Wrote and designed** college marketing publications.

VOLUNTEER WORK

- Board member – ArtsWorcester, Worcester, Mass. *2018-present*
- Committee member – Art in the City gala to benefit Family Health Center, Worcester, Mass. (2016-2019)
- Committee members – Harvey Ball fundraiser for Worcester Historical Museum, Worcester, Mass. (2018-2019)
- Co-facilitated self-growth group at the Mariner Center for Human Development, Auburn, Mass. (2015-2016)
- Volunteer home builder – St. Bernard Project, New Orleans (2009, 2010)

ART

- Author and illustrator of *Mandala Coloring Journey* (mandalacoloringjourney.com)
- Certified Zentangle Teacher® (2014-present)
- Working visual artist (artist resume available on request)

EDUCATION

- MA in Integrative Health and Healing, The Graduate Institute, Bethany, Conn.
- BA in English, Westfield State University, Westfield, Mass.