

# STACEY KOVALSKY

COMMUNICATIONS | PR | LEADERSHIP | STRATEGY | BRAND | STORYTELLING

Parkland, Florida | stacepro@gmail.com | 954.673.1331

Accomplished communications executive with 20+ years of diverse experience advancing reputation, supporting strategic business objectives and achieving short and long-term goals through integrated communications and media relations initiatives. Long-term track record in building integrated B2B, B2C and B2B2C communications programs that leverage traditional and digital channels to engage stakeholders in both transformational and traditional environments.

## SKILLS

- 20+ Years Agency & Corporate Leadership
- Diverse Industry Experience
- Strong Executive Presence & Gravitas
- Change Agent & Influencer
- PR/Media Master
- Creative Writer & Storyteller
- Proven 24/7 Crisis Manager
- Brand Strategist

## EXPERIENCE

OCTOBER 2017 – MARCH 2019

### DIRECTOR, COMMUNICATIONS | CROSS COUNTRY HOME SERVICES

- Responsible for all internal/external communications, with dual reporting to CEO & CHRO.
- Delivered strategic communications counsel and guidance to executive leadership.
- Launched company's first corporate reputation management strategy with oversight of operations, marketing, social media digital agency functions; develop goals and report KPIs.
- Managed PR functions, including proactive, reactive and crisis, with oversight of agency team.
- Led multi-scenario/stakeholder communication strategy for financial restructure of major partner.
- Collaborated with CMO/marketing team to lead communication engagement activities for re-brand.
- Developed and implemented comprehensive employee communication plan for HQ relocation.
- Drove an increase of more than 5x average engagement through innovative change management principles—including town halls, newsletters, surveys, lunch & learns and video campaigns.
- Partnered with CHRO and cross-functional teams to drive high performance culture & transformation with the re-launch of Core Values, kick-off of MyTrack and other HR initiatives.
- Developed all C-Suite communication; served as the "voice" of the CEO and COO.
- Provided critical support to Expanded Leadership Team including organizational announcements, technology launches, sales talking points/FAQ, and other messaging.

JANUARY 2012 – JULY 2017

### CORPORATE COMMUNICATIONS MANAGER | MEDNAX (NYSE:MD)

- Managed PR and corporate communications initiatives across more than 350 medical practices throughout 50 states with 17,000+ employees.
- Achieved 150+ annual hits, collaborating with executive & regional teams, medical directors & media to tell compelling stories that resulted in 1B+ annual impressions (e.g. *CNN*, *Becker's*, *Modern Healthcare*, *Forbes*).
- Led all crisis communication planning and tactical implementation; developed and provided media statements and talking points in crisis scenarios.
- Launched, trained nationally, and maintained oversight of the company's first social media sites and policies.
- Responsible for SEC-required press releases and other investor relations material.

- Partnered with Marketing Team on internal/external blog that featured patients and providers.
- Ensured alignment and integration with marketing initiatives, plans and brand strategies.
- Developed change management communication for realignment, re-brand, and MVV campaign.
- Served as the “voice” of CEO, COO, CMO and others; developed messaging through a collaborative process.

#### JANUARY 2009-JANUARY 2012

##### FOUNDER/PRESIDENT | PROCONNECTIVE COMMUNICATIONS

- Successfully established and operated boutique communications & PR firm for 3+ years.
- Attracted and retained clients with a reputation of knowledge, integrity and accountability.
- Provided marketing, digital media, creative, brand identity and PR services for clients across a wide variety of industries including restaurant/hospitality, real estate/development, technology, publishing, and non-profit.
- Analyzed and reported market conditions and opportunities in relevant client industries.
- Created and managed product launches and events featuring charitable partnerships.
- Provided regular reports on metrics and benchmarking for clients.

#### AUGUST 2010 – NOVEMBER 2011

##### PUBLIC RELATIONS MANAGER | KAPLAN UNIVERSITY

- Developed and implemented strategic public relations programs and media strategies that supported online University’s business initiatives and protected the corporate reputation.
- Wrote releases, statements, talking points & social media posts consistent with business goals.
- Collaborated with marketing, communications and social media teams on crisis communications strategy, planning and implementation related to online university investigations.
- Fostered relationships internally with university deans and externally with key print & broadcast media at the hyper-local (campus) and national (online) level to publicize various initiatives.

#### FEBRUARY 2008 – MARCH 2009

##### SR. ACCOUNT EXECUTIVE | JM FAMILY ENTERPRISES

- Managed day-to-day design, writing and production for 75+ “rolling” creative projects (e.g. collateral, invitations, ads, programs).
- Provided exceptional client service with laser-focused attention to detail.
- Developed and implemented production timelines with high demand and tight deadlines.
- Received the Corporate Award of Excellence and two *Addy’s* for Special Event Material.

#### NOVEMBER 2002 – FEBRUARY 2008

##### ACCOUNT MANAGER | PIERSON GRANT PUBLIC RELATIONS

- Managed multiple personnel teams as well as local, regional and national accounts.
- Authored public speeches, announcements, press releases, award applications, media statements and talking points for **Darden Restaurants**, a *Fortune 500* company; **Colonial Bank**, leading real estate developers **The Altman Companies** (residential) and **Woolbright Development** (commercial).
- Led strategic national account activity for 32 **Bahama Breeze** restaurants including openings, groundbreakings and unpaid TV cooking demos (55 demos, annual avg.).
- Developed and managed all plans, publicity functions and sales launch events for real estate development projects: **Sapphire**, **Satori**, **Symphony** and **Astor**.
- Supported the agency’s sales and RFP efforts with research, networking and proposal writing.

## EDUCATION

### BACHELOR’S IN ENGLISH | UNIVERSITY OF DELAWARE

ACHIEVEMENTS: Foreign Language Study Abroad Scholarship, Dean's List

INTERNSHIPS: **Ronald McDonald House of Delaware** and **The Sheraton** (Philadelphia, Pa.)