

JESSICA KNAPP, PHD

SENIOR COMMUNICATIONS SPECIALIST

CLASSES TAUGHT

- Strategic communication campaigns
- Strategic writing
- Interpersonal communication
- Nonverbal communication
- Health communication

SKILLS

Digital marketing

Strategic campaigns

Vendor relationships

Healthcare expertise

EDUCATION

PhD, Interpersonal Communication

University of Texas at Austin

2015

- Specialty in health communication
- Co-edited revision of UT's public speaking textbook

MA, Communication

Fordham University

2004

Fully funded by university

ADDITIONAL

- +10 years' college-level teaching experience in communication
- Skilled in Mailchimp, Canva, Microsoft Office, Adobe Creative Suite
- Frequently invited to speak on transition to industry from academia
- Certified 200-hour yoga instructor

PROFILE

Writer, editor, and marketing expert with specialty in digital and B2B marketing. Hold PhD in interpersonal communication. Knowledge in healthcare, including experience with value-based care and Medicare. Skilled at managing campaigns, writing for websites, building relationships with vendors, creating media strategy, and more.

RECENT WORK EXPERIENCE

External Communications Consultant

Kaiser Permanente

May 2023 to Present

- Develop communication strategy.
- Prepare medical staff for media appearances.
- Brand management..

Senior Marketing/Communications Specialist

Eastside Health Network

2021 to 2023

- First communication employee in history of organization, brought on 4 years into organization's existence. Established brand awareness, especially within local B2B healthcare space.
- Led direct mail campaign for Medicare Open Enrollment for EvergreenHealth and Overlake Medical Center & Clinics (partner organizations) bringing in 42% or total new enrollees.
- Established regular cadence for release of newsletters, social media posts and all other external communication. Grew newsletter open rate from under 20% to average of 31.4% and high of 47.4%. Grew LinkedIn (our primary social media) from 121 to 768 followers.
- Built and managed relationships with new vendors related to printing, swag production, events, and anything else required for effective B2B communication.
- Created mission, vision, values with buy-in from entire organization. Developed clear sense of overall organization culture through this work, regular events, features of employees on social media and in newsletter, and defined organization voice.

Communication Consultant

Self-Employed

2016 to 2021

- Clients included Providence, Multicare, Polyclinic, Volpara Health, Lumedix, Delta Dental of Washington, Medullan, Inc, and McCombs School of Business
- Developed communication strategy for relaunch of Volpara Health website
- Wrote COVID-19 directions for virtual care to Multicare urgent care early in pandemic.
- Written materials included websites, newsletters, marketing emails, and scripts.