

Shelly Strom

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Writer

Curious, creative and organized content producer with 20 years of experience that includes journalism and a focus on mission-driven work in health care, progressive politics and elsewhere. Detail-oriented with an eye for technical, legal and aesthetic requirements.

RELEVANT SKILLS

- Expert in researching, interviewing and writing
- Experience with photography, videography and social media
- Google Drive, Docs, My Business, etc.
- Microsoft Word & Excel
- Media asset management systems
- Squarespace, WordPress, SharePoint
- Development and maintenance of sources
- Proven self-starter experienced leading matrixed teams

PROFESSIONAL EXPERIENCE

Writer and Communications Strategist

Shelly Strom Communications, Vancouver, Wash.

2017-Present

Producing marketing content for clients such as LiveOps, Finn Partners, Think Save Retire and MedEd. Also producing journalism in the form of enterprise features and news articles. Continuing coverage of the issue of human trafficking that has appeared in The Columbian, Portland Business Journal and ENA Connection.

- Creating solid relationships with colleagues, sources and editors by quickly building trust and integrity.
- Managing multiple projects with competing deadlines to deliver assignments according to divergent specifications of clients and media outlets.
- Capturing attention of audiences with content that is routinely substantive and compelling.

Communications Director

Stand for Children Oregon / Yes on 98 Campaign, Portland, Ore.

May to Nov. 2016

Temporary position to support statewide ballot measure campaign. Multimedia deliverables across multiple platforms that shaped public perception, ultimately leading to a landslide of support at the ballot box.

- Led communications strategy that helped crystallize the issue in the minds of voters.
- Successfully produced a high volume of content in a short time, achievable due to a high degree of organization and attention to detail.
- Provided highly responsive media relations that led to positive outcomes.
- Maximized content production by effectively supervising the work of interns and volunteers.
- Increased support by identifying potential endorsers, building rapport and bringing them onboard.

Senior Communications Specialist

PeaceHealth System Office, Vancouver, Wash.

July 2013 to Nov. 2015

Communications leadership for internal clients, including provider group, HR, Risk and others. Worked with cross-functional teams to develop and manage communications for complex internal initiatives.

- Increased employee engagement by leading conception and development of PeaceHealth’s first website for internal communication.
- Reduced calls to employee service center and achieved organizational goals for enrollment by leading effort to communicate to 16,000 employees using video, printed materials, emails and web content.
- Deftly navigated matrixed structure that necessitated advancing projects without close supervision.
- Garnered high marks from departmental directors and managers, as well as communications colleagues and top executives, by producing messaging and delivering it to the right audiences at the right time.

Writer

April 2011 to July 2013

Kaiser Permanente Sunnyside Medical Center, Clackamas, Ore.

Produced written and video content to create a public perception of Kaiser Permanente Northwest medical centers. Managed media relations with consistently positive outcomes.

- Increased awareness of local Kaiser hospitals with authentic and engaging storytelling.
- Created robust digital footprint by successfully leading development and launch of the first website for Kaiser Permanente Northwest medical centers.

Communications Strategist and Content Producer

Freelancer, Vancouver, Wash.

April 2006 to April 2011

Assisted mission-oriented organizations with communications designed to move the needle. Work included:

- Yes on 49: As communications manager, led communication strategy heralded for humanizing the topic of land use, leading to a landslide victory.
- Oregon Association of Hospitals and Health Systems: Produced feature article for inaugural edition of its magazine, Hospital Voice.
- Taste of the Nation 2007, Director of Public Relations.

Staff Reporter

Portland Business Journal, Portland, Ore.

Dec. 1999 to April 2006

Engaged audiences with distinctive, research-based reporting on manufacturing, ports, transportation and agriculture.

- As a beat reporter, doggedly covered issues that included a proposal to develop West Hayden Island, efforts to replace the I-5 bridge and a project to deepen the Columbia River shipping channel.
- Used public documents, such as SEC filings and court records, to report stories that might not otherwise have been discovered.
- Awards from Oregon Society of Professional Journalists included 1st place for “Diverse Perspectives” in the Social Issues category; 2nd and 3rd places for “Getting better with age: State’s maturing wine industry continues rapid growth” in the General Features category and “Absolut competition: On the heels of beer and wine, liquor entrepreneurs look to spirits,” in the news features category.

EDUCATION

School of Journalism, University of Oregon | Eugene, Ore.
 Bachelor of Arts, newspaper/editorial, minor in political science

ADDITIONAL AWARDS

First and Second Place

Washington Newspaper Publishers Association

Best Business Story: "When Walmart Comes to Town"

Best environmental story: "Tide Pools"

1997 | Whidbey News-Times

Second Place

Washington Newspaper Publishers Association

Best Government Affairs Story: Oak Harbor City Hall coverage

1996 | Whidbey News-Times

COMMUNITY SERVICE

YWCA of Clark County – established and continued leadership of Writer's Workshop

SnowCap Community Charities – production of e-newsletter

Rwanda Girls Initiative – communications support and writing mentorship of one of their students