

THOMAS SCHAFFNER

COMMUNICATIONS
LEADER

CONTACT

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 schaffnertf@gmail.com

 Collegeville, PA

SKILLS

- Corporate, External, Internal & Executive Communications
- Public & Media Relations
- Social Media
- Staff Leadership
- Crisis & Change Management
- Strategic Planning, Branding & Messaging
- Writing & Copy Editing
- Employee & Customer Engagement
- Marketing, Campaign & Event Management

CERTIFICATIONS

- AI Essentials Specialization
- Social Media Content & Strategy
- Prosci Change Manager
- Agile Change Agent
- Pragmatic Marketing Certification IV

EXPERIENCE

Marketing & Communications Manager

Nov. 2023 – Present

ATRIO Health Plans, Salem, OR

Collaborate with internal partners (HR, Customer Service, IT, Sales) to create executive, customer, partner and employee communications and supporting marketing collateral (e.g., newsletters, messaging, press releases, FAQs, directories and educational materials). Manage CEO's Town Halls, presentation content and liaison between leadership and employees.

- Created communications plan to define strategies, align corporate goals and messaging with project timelines.
- Created and manage a social media presence with timely responses to comments; maintain an online presence and provide analysis to leadership.

Sr. Advisor, Change Mgmt. & Communications

Nov. 2020 – Nov. 2023

Cigna, Bloomfield, CT

Led change management planning, strategy, communications and recommendations to leadership to support employee adoption of technologies, process changes and organization restructuring. This included the development of messaging, executive and employee communications and presentations, talking points, FAQs, stakeholder interviews/analysis and crisis impact analysis and training support.

- Implemented Agile methodology in team processes; trained teams to maintain Agile principles in their roles.
- Created executive communications to promote visibility and leadership throughout projects.
- Achieved Prosci Change Manager, Agile Change Agent and Lean Portfolio Management certifications.

Director of Corporate Communications

Jan. 2011 – Jan. 2020

Optum/United Health Group (formerly Executive Health Resources), Newtown Square, PA

Led a team of internal/external/crisis communications, public and media relations and education content professionals to support employee, customer and industry engagement and events, including Web sites, social media, newsletters, thought leadership and branding/messaging initiatives.

- Increased company's earned traditional media and social media presence by 62% over three-year period

EDUCATION

B.A in Journalism

Pennsylvania State University

RELEVANT LINKS

LinkedIn:

www.linkedin.com/in/tomschaffner

Portfolio:

<https://tomschaffner.com>

AWARDS

- American Society of Business Publication Editors
- American Society of Healthcare Publication Editors
- Association for Publication Excellence
- Medical Marketing & Media Award
- PRSourceCode Award
- Siemens Communications Award
- Trade Association Business Publications International

Visit

<https://tomschaffner.com/>
for a full list of awards.

AFFILIATIONS

- Society of Professional Journalists
- Public Relations Society of America
- Kappa Sigma Fraternity

- Increased employee participation in charity and social responsibility programs by 61%.
- Created/managed customer engagement program that helped increase Net Promoter Scores by 51% over three years.
- Led the educational planning and implementation of Optum's largest annual customer event; increased the event's accredited course offerings by 150% over a three-year period.
- Increased customer attendance by 120% at Optum's largest annual customer event over a three-year period.
- Executed the successful rebranding of legacy organization and its products and services to Optum customers, employees and within the industry.

Public Relations Manager

Jan. 2008 – Jan. 2011

Siemens, Malvern, PA

Implemented the global public relations, media relations, thought leadership and crisis communications for the company's medical imaging equipment, oncology, clinical education and customer service businesses.

- Increased Siemens media coverage at the industry's largest U.S. conference (60,000 attendees) by 72% over three years.
- Earned industry and corporate awards for public relations, campaign and brand promotion and media exposure.
- Supported executives and 11 business unit leaders and their teams with strategic communications, media placement and thought leadership.

Editor in Chief/Editorial Director

May 2002 – Jan. 2008

Valley Forge Publishing Group, Norristown, PA

Directed all editorial content, design and production for the company's print and online publications and web sites. Managed editorial, freelance and design teams. Created webcasts, media kits and leadership communications.

- Received 38 industry awards for writing, editorial content, and graphic design.
- Increased original content across publications by 45% in first two years in the role.
- Reduced production and turnaround time by 18% across publications through implemented process and technology changes.