

CAROLYN TILLO STRASSER

Rochester Hills, MI 48306 | 904.233.6872 | carolyntillo@gmail.com | <https://www.carolyntillo.com/>

PROFESSIONAL SUMMARY

Results-driven communications and marketing leader with over 13 years of experience across corporate, healthcare, higher education and nonprofit sectors. Proven expertise in overseeing storytelling strategy, elevating executive thought leadership and leading high-performing teams. Skilled writer, editor and digital content creator with a track record of transforming complex topics into compelling, audience-driven narratives.

PROFESSIONAL EXPERIENCE

Director of Communications — *Tom Coughlin Jay Fund* | *Ponte Vedra Beach, FL*

September 2022 – May 2026

- Developed and led storytelling strategy that drove donor acquisition, engagement and retention.
- Drove executive communications strategy for the CEO, drafting speeches, presentations and thought leadership content.
- Helped write and design presentations for major fundraising events.
- Recruited, managed, coached and mentored high-performing communications team members.
- Led the website redesign process, from agency selection through content creation and launch.

Integrated Communications Strategist — *Baptist Health* | *Jacksonville, FL*

June 2019 – August 2022

- Served as the primary marketing and public relations lead for Baptist MD Anderson Cancer Center.
- Led comprehensive marketing efforts for system-wide mammogram, colon and lung cancer screening campaigns by driving collaboration across departments.
- Coached and counseled senior leaders on best practices for a wide range of communication activities.
- Supported executive communications by preparing health system leaders and physicians for media interviews, video productions and speaking engagements.

Campaign Manager & Assistant Director, Strategic Marketing & Writing — *Boston College University Advancement* | *Boston, MA*

June 2016 – May 2019

- Served as a ghostwriter for university deans and distinguished alumni.
- Led the strategic development and execution of the fundraising marketing campaign for Greater Heights, Boston College's first athletics-specific capital campaign.
- Authored and developed high-impact content for multi-channel print, online and email fundraising initiatives.

Account Leader — *Schneider Associates* | *Boston, MA*

October 2012 – June 2016

- Earned three successive promotions from Account Coordinator to Account Leader.
- Ghostwrote thought leadership pieces for corporate executives and university presidents, securing placements in top-tier outlets including *The Huffington Post* and *Newsweek*.
- Developed social media strategy and content for clients.
- Secured and coordinated a high-visibility TEDx speaking engagement for the CEO of Penn Foster.

EDUCATION

Master of Science in Public Relations — Boston University (2012)

Bachelor of Science in Journalism — University of Florida (2011)

CORE COMPETENCIES & SKILLS

Communications & PR: Associated Press Style, Copyediting, Creating Multimedia Content, Crisis Communications, Editing & Proofreading, Email Marketing, Event Planning & Execution, Executive Communications Strategy, Executive Thought Leadership, Media Relations, Omnichannel Marketing, Social Media Creation & Management, Strategic Writing & Ghostwriting.

Tools & Platforms: AI Tools, Basic Photo & Video Editing, Canva, Content Management Systems, Microsoft 365 Suite (Microsoft Word, Excel, PowerPoint, SharePoint, Teams), Sprout Social, WordPress.

Leadership & Management: Organization & Prioritization, Project Management, Team Leadership & Mentorship, Vendor & Agency Management.

VOLUNTEERING

- **St. Johns County Pet Center:** Volunteered walking adoptable dogs and produced digital video content to promote adoptable pets on social media.
- **Faith Community:** Served as a liturgical lector.