

ANGELA L.C. WOON

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PROFESSIONAL PROFILE

Accomplished communications manager with more than 16 years' experience in copywriting, graphic design, social media, and event planning. Resourceful, creative and able to grasp concepts quickly. Outstanding verbal and written communication skills, with the ability to address diverse audiences effectively. Exceptional organizational and time management skills, with the ability to excel while handling multiple priorities and tight deadlines.

Areas of Excellence

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|------------------|--------------------------|-----------------------|
| ▪ Copywriting | ▪ Event Management | ▪ Community Relations |
| ▪ Social Media | ▪ Project Implementation | ▪ Press Releases |
| ▪ Graphic Design | ▪ Proofreading | ▪ Print Collaterals |

Professional Experience

DIGNITY HEALTH – San Francisco, CA

Communications Manager of Patient Experience

2014 - Present

Developed, implemented, managed communications in support of a consistent patient experience. Wrote and edited content for various patient care initiatives including but not limited to strategic communications plans, digital content, letters, brochures, and training materials. Designed and wrote informational materials for hospital patients, and internal staff. Collected and wrote compelling patient stories for distribution throughout the organization.

Selected Achievements

- Completed a toolkit guide for facilitators within two months of working at the organization.
- Aligned collateral materials with the organization's "Humankindness" brand.

BLOOD CENTERS OF THE PACIFIC – San Francisco, CA

Communications Specialist

2008 – 2014

Managed the production of publications and served as web administrator for the entire organization. Coordinated, wrote and produced collateral materials for internal and external clients in support of outreach efforts. Coordinated design of advertising, promotional, and recruitment materials including website content, public relations materials, internal and external newsletters, presentations, and annual reports. Responsible for strategic direction and management of philanthropic efforts and community involvement. Assistant manager for volunteer program. Social media coordinator, and managed external website to ensure content is current and informative.

Selected Achievements

- Initiated and launched organization's community relations program. Developed programs and implemented special events to encourage employee involvement in the community, resulting in annual contributions of more than 100 volunteer hours.
- Planned, coordinated and executed annual large-scale internal and external events.
- Honored with quarterly service awards four times 2003-2012, and Blood Centers of the Pacific Employee of the Year 2007.

-Continued-

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Communications/Special Events Associate

2001 - 2008

Wrote press releases, public service announcements, brochures, web site content and other publications. Served as editor for Blood Systems Research Institute annual report and newsletter. Editor of executive and organizational materials, while assisting with the creation of graphic design materials.

Selected Achievements

- Developed marketing plan and coordinated Asian Donor Outreach Program
- Initiated and managed donor incentive program.
- Developed and managed system-wide awards program.
- Developed Blood Centers of the Pacific Volunteer newsletter

Public Relations Assistant

1999- 2000

- Drafted press releases, public service announcements and news articles for internal and external newsletters
- Maintained media directory and all media files
- Maintained database of financial donors

Volunteer/Freelance Experience

- **Hatlen Center for the Blind** – Annual report copywriter (Taproot Foundation)
- **Vietnamese Youth Development Center** – Brochure copywriter (Taproot Foundation)
- **Volunteer Center of San Francisco and Marin** – Website copywriter (Taproot Foundation)
- **Malaysian Professional and Business Association, San Francisco** – Copywriter, Proofreader
- **WiRED International, San Francisco** – Researcher, Copywriter, Grant Writer
- **Designwise, Malta** – Copywriter
- **Lighthouse for the Blind** – personal services provider; readers for access to information services; in-house client reader

EDUCATION & TECHNICAL SKILLS

Bachelor of Science, Journalism, Iowa State University

Computer skills include: Adobe Indesign, Illustrator, Dreamweaver, Excel, Photoshop, Word