

Karen A. Guin

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PROFESSIONAL EXPERIENCE

Director of Communications, 11/02-Present

College of Health and Public Affairs, University of Central Florida, Orlando, FL

- Established and directs communications office for college (nearly 9,000 students), responsible for publications, website (www.cohpa.ucf.edu), media relations, television programming, social media and photography
- Developed and implemented new visual branding and communication strategies; manages branding; assesses communication strategies and modifies to address evolving needs
- Writes, edits and designs newsletters, information sheets, brochures, advertisements, posters, banners and other marketing collateral; writes and edits news articles, website content, annual reports, slides and talking points
- Manages communications team comprising web developer and senior information specialist/photographer; hires and directs freelancers and vendors as needed
- Collaborates with universitywide news office to promote college through media outlets; identifies faculty experts and hosts reporters
- Collaborates with development director to support fundraising initiatives and stewardship; interviews donors to write news articles
- Conceptualized and produces nationally distributed newsletters that have significantly increased U.S rankings of public affairs and speech-language pathology programs
- Collaborated with UCF-TV to conceptualize and produce original television programming (*For Your Health* and *Public Affairs Today* shows) to increase college's visibility in community; continuing partnership with WUCF-TV
- Extensive experience developing and managing website content using Contribute, Umbraco and WordPress
- Proficient in Adobe InDesign, Adobe Photoshop and Microsoft Office
- Completed Leadership Orlando, Class 62, 6/04
- Selected as college's first Employee of the Year (Administrative and Professional category), 4/08

Manager of Communications, 5/90-6/00

Division (now College) of Biological Sciences, University of California, Davis, CA

- Established and managed division's communications office; worked extensively with scientists, administrators, staff and students to write, edit and produce publications about research and academic programs in biology
- Researched and wrote feature magazine articles on topics ranging from animal behavior to X-ray crystallography
- Created 50-page guide to undergraduate research opportunities sold by campus bookstore
- Launched and edited newsletter for alumni and parents
- Conceptualized and produced brochure on biotechnology at UC Davis, which helped attract universitywide biotechnology research and education program to Davis campus
- Established and supervised new editor position; created science-writing internship and supervised interns

- Co-developed and co-taught undergraduate seminar course on science communication
- Awarded Citation for Excellence from UC Davis Staff Assembly for contributions to campus, 5/95
- Received Recognition Awards, in 1996-97 and 1998-99, from division for “creativity and uncompromising professionalism”

Senior Medical Literature Analyst, 9/88-8/89

Syntex International, Ltd. Syntex Corporation (now Roche Bioscience), Palo Alto, CA

- Researched and wrote reports on pharmaceuticals, edited product bibliographies and analyzed medical literature to support international marketing units
- Supervised freelance writer of in-house weekly medical bulletin

Technical Writer, 12/87-9/88

Syva, Syntex Corporation (now Roche Bioscience), Palo Alto, CA

- Wrote and edited promotional brochures, package inserts, labels and clinical study summaries to support product lines in infectious disease diagnosis and drug monitoring
- Edited and produced sales team newsletter

Medical Analyst, 2/85-12/87

Crosby, Heafey, Roach and May, Oakland, CA

- Researched and analyzed medical records and medical and scientific literature for defense attorneys in pharmaceutical product liability, medical malpractice and occupational disease lawsuits
- Wrote medical history chronologies, trial books and abstracts
- Researched and wrote nationally distributed literature review on transfusion-associated HIV/AIDS

RELATED VOLUNTEER ACTIVITIES

Writer and editor, UCF Arboretum newsletter, 3/06-8/08

EDUCATION

B.S., Zoology, University of Rhode Island, Kingston, RI

M.A., Biology, Temple University, Philadelphia, PA

Doctoral studies, Department of Biochemistry and Physiology,
Medical College of Pennsylvania, Philadelphia, PA

Certificate, Core Curriculum Program in Medical Communication,
American Medical Writers Association

References and portfolio available on request