

# ANTHONY BERRY

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## SR. ADVISOR *for* MEDIA & PUBLIC RELATIONS STRATEGY

*Strategic communications leader with a proven track record of driving impactful results in healthcare communications. Skilled in developing and executing comprehensive communications plans, securing high-value media placements, and building strong relationships with key stakeholders. Recognized for expertise in media relations, crisis communications, and strategic messaging. Seeking to leverage experience and skills to drive growth and success in a dynamic communications role.*

**2021 Ragan's CEO Grace Under Pressure Award in Crisis Communications and 2016 NESHCO Lamplighter Crisis Communications Award for Media Relations.**

**Big Apple Award Winner for best public service campaign for government, association, or nonprofit and Nonprofit PR Award for Media Relations.**

**Recipient of Silver Mercury Award, Bell Ringer Award, and Gold Mercury Award.**

## PROFESSIONAL EXPERIENCE

### SR. ADVISOR, HEALTHCARE STRATEGY & MEDIA RELATIONS, THUNDER11, WORCESTER COUNTY, MA | 2023–PRESENT

**Focus:** *Oversee communications strategies and programs that drive results across brand reputation and increase media coverage for clients in the healthcare marketplace while driving profitability and new business development.*

#### Key Contributions:

- Provide strategic counsel to senior executives at a major academic research organization and leading advertising technology firm on strategic corporate communications and media relations.
- Contribute to organic account growth by identifying high-value media opportunities with national media outlets and journalists and building collaborative relationships with internal and external stakeholders.
- Promote pervasive coverage and outreach of clients' messages and drive earned media by developing and executing innovative digital and social media strategies.
- Conduct comprehensive media monitoring and analysis to maintain knowledge of key competitors and stay up to date on issues and developments.

### SENIOR VP, STRATEGIC COMMUNICATIONS, EVOKE CANALE, BOSTON, MA | 2022–2023

**Focus:** *Developed and executed comprehensive communications plans using data-driven insights to deliver information on scientific and medical advancements successfully to the clients' target audience.*

#### Key Contributions:

- Developed and executed comprehensive communications plans for clinical stage biopharmaceutical accounts, securing 25+ editorial opportunities with major publications.
- Served as a Ghostwriter for client bylined articles, securing tier-one media coverage with national outlets such as NYT, CBS News, and GMA.
- Conducted virtual media training series for agency staff and coordinated meetings with journalists at major healthcare conferences.

### VP, MEDIA RELATIONS, LAVOIE HEALTH SCIENCE, BOSTON, MA | 2021–2022

**Focus:** *Managed agency's media relations program to cultivate creative campaigns according to clients' goals and requirements. Counseled and advised customers on media opportunities and provided interview preparation.*

#### Key Contributions:

- Managed agency's media relations program, securing interviews with tier-one media outlets and overseeing media relations managers.
- Acquired page-one NYT article for a client breakthrough, clients earned recognition as Ernst & Young Entrepreneur of the Year and Popular Science "Best of What's New 2022" grand prize winner.

**SR. DIRECTOR, MEDIA & PUBLIC RELATIONS, UMASS MEMORIAL HEALTH, WORCESTER, MA | 2014–2021**

**Focus:** *Led high-performing teams and departmental operations, including serving as organizational media spokesperson to maintain a positive reputation, developing strategic plans, and spearheading growth.*

**Key Contributions:**

- Led media relations efforts during the COVID-19 pandemic, arranging 350+ media interviews with major media outlets.
- Managed a team of media and public relations professionals, doubling personnel and overseeing social media growth and engagement strategies.
- Established proactive media relations programs and developed the organization's first Health Equity Report.
- Received Ragan's CEO "Grace Under Pressure" Award for 2020.

**INTERMITTENT EXPERIENCE:**

**PUBLIC RELATIONS TEACHER, PART-TIME, CLARK UNIVERSITY, WORCESTER, MA | 2020–PRESENT**

**Focus:** *Instruct a public relations course each Fall semester for the School of Professional Studies, mentoring students on PR best practices, reputations management, and building media relations strategies.*

**PRIOR EXPERIENCE:**

**Independent Consultant**, Self-employed (May 2013–October 2014)

*Developed media relations and campaigns to deliver clients' messages to key audiences. Researched and assessed digital communications to drive improvements. Conducted workshops and webinars with startups to enhance strategies.*

**Director of Communications**, Global Strategy Group (December 2011–May 2013)

*Developed an award-winning strategic communications plan for a leading nonprofit combatting the problem of domestic violence. Helped Northeast Utilities improve their power outage crisis communications strategy for internal and external audiences representing an improvement in performance over the previous year.*

**Senior Account Executive**, Adams & Knight (September 2007–December 2011)

*Created philanthropic campaign still thriving today. The program led to \$3.6 million in donations and 16,000+ volunteer hours to charitable causes. Managed media relations strategies and identified and pursued PR opportunities. Developed corporate and public messages, long-and short-term communication plans, speeches, presentations, and feature articles.*

**Communications Manager**, Pratt & Whitney (June 2004–September 2007)

*Managed company-wide EH&S communications strategies and developed messages and talking points to support VP and leadership. Prepared materials for executive committee briefings, quarterly newsletter, and awareness presentations.*

**Public Affairs Supervisor**, U.S. Army (February 1991–November 1998)

*Coordinated media events and served as public address announcer. Communicated crisis management strategy, worked with local media, and managed non-TV and radio selection of public affairs office. Supervised radio operations and staff of six broadcast professionals. Wrote press releases, conducted press conferences, and responded to media inquiries.*

**EDUCATION**

**M.S. in Management**, Albertus Magnus College, New Haven, CT

**B.S. in Communications**, Marquette University, Milwaukee, WI