

FLORENCE BROWN

Strategic Communications & Public Relations

SUMMARY

Former journalist turned strategic communications executive, highly skilled in public relations, proactive media pitching, crisis communications, employee relations and community engagement. Decisive leader capable of managing complex and sensitive issues with professionalism and discretion. Ethical, reliable and tactful communicator focused on transparency and truth. Particular interest in drastically transforming the way organizations engage with communities that drive their business and growth.

EDUCATION

Master of Public Administration
California State University East Bay (2010)

Bachelor of Arts in Journalism
San Francisco State University (2006)

TECHNICAL SKILLS

- Microsoft Office suite
- Adobe Creative suite
- Content Management Systems
- CRM platforms
- Social media platforms
- Video platforms

EXPERIENCE

Director of Communications

City of Philadelphia, Division of Aviation | March 2019 – Present

Executive strategist overseeing all public affairs functions at Philadelphia International Airport (PHL) and Northeast Philadelphia Airport (PNE), the airport system serving the sixth largest city in the US. PHL drives a \$16.8 billion impact on the greater Philadelphia region and serves 32.2 million passengers each year, generating more than 100,000 jobs in southeast Pennsylvania.

- Directs the activities of ten public affairs professionals, including a Public Affairs Manager, Public Relations Supervisor, Special Events Coordinator, Photographer/Videographer, two administrative officers and three PR Specialists.
- Created and maintains the 2019 PHL Communications Strategy, mapping the work of the Public Affairs team to the objectives of the 2022 PHL Strategic Plan.
- Oversees media relations team handling complex ecosystem of inquiries and topics, including industry news, legal matters, international business and politics, regulations, technology, environment, socioeconomics and culture.
- Built an in-house newsroom model for news gathering and distribution, enabling staff to tell the stories of other units in the airport community.
- Collaborates with key leaders throughout Philadelphia, including tourism entities, government and elected officials, influencers, business executives and media.
- Guides digital strategy, linking social media, website content management, analytics, Search Engine Optimization, and technological innovation.

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Director of Communications | Digital Marketing & Public Relations Manager

Coordinated Health | 2016-2019 | 2013-2016

- Strategic lead for all corporate communications initiatives at Coordinated Health, a specialized hospital network based in eastern Pennsylvania and western New Jersey with 18 locations and more than 1,400 employees.
- Responsible for promoting the activities of 100+ physicians spanning more than 10 specialties, including orthopedics, primary care, cardiology and women's health.
- Engaged diverse list of external stakeholders, including employees, journalists, editors, elected officials, business leaders, celebrity athletes and more.
- Managed all crisis communications efforts, including highly sensitive legal and regulatory issues with complex considerations and risks.
- Produced award-winning videos for marketing campaigns.
- Managed all corporate digital properties, including corporate website, microsites, customer relationship management platforms and social media.
- Engaged diverse influencer communities using interest and geography-based targeting, contingent on business needs and target demographics.

Web Producer

Bay Area News Group | 2006 – 2009

- Managed newspaper websites earning more than 4 million monthly page views.
- Served on Editorial Board to consult on digital presentation of all content.
- Wrote breaking news and collaborated with external news sources.
- Maintained databases, built online maps and designed multimedia products.
- Trained staff on blogging, Search Engine Optimization, and writing for the web.
- Interacted with community organizations to collect data for various assignments.

MEMBERSHIPS & HONORS

2019 PRSA Philadelphia Member

2018 Chapter Member

Folds of Honor Eastern PA-NJ

2019 Young Professionals Council

Greater Philadelphia Chamber of Commerce

Gold - 2016 AAF Addy Awards -

Online/Interactive Microsite category

AAF- GLV

2018 Board of Directors

Women's Business Council

Greater Lehigh Valley Chamber of Commerce

2014 IAC Best Healthcare Website

Internet Advertising Competition (IAC)

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