

ANDRIA M. CIMINO

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SUMMARY

Award-winning communications professional whose strengths include strategic planning, marketing, media and public relations, information design, research, and project management. Versatile and accomplished writer with subject matter expertise in public health, biomedical informatics, conservation science, psychology, disaster preparedness, and aging issues. Strong new media and business skills, outstanding track record of client relationship building. Background includes Fortune 500 companies, medical/health associations, nonprofits, academic/research institutions, and government (city and federal).

EXPERIENCE

NATIONAL INSTITUTE OF NURSING RESEARCH (NINR), Bethesda, MD **2009–present** ***Health Communications Specialist***

Develop, coordinate, disseminate, and market specialized public health materials and products. Gather information via interviews and research; create and maintain informational databases; promote materials at conferences and meetings; evaluate marketing efforts; and respond to inquiries from media, Congress, government, business, and the general public.

Accomplishments and Recent Projects

- Developed promotional campaign for NINR's palliative care brochure that resulted in half a million downloads and nearly 4,000 requests for print version within six months of launch.
- Developed first NINR promotional campaign to utilize social media channels (Twitter, Facebook, and blogs).
- Awarded \$1,500 performance bonus for editing and project management of *NINR: Bringing Science to Life*.
- Wrote 25th anniversary symposium materials, including script, emcee talking points, NINR director's remarks, and helped develop 25th anniversary Web pages.
- Created Powerpoint presentation on "Nursing Leadership in Health Care Research" for NINR director.
- Drafted and created templates of public inquiry responses and trained staff on frequently referred NINR and NIH resources.
- Served as NINR coordinator for the National Institutes of Health Plain Language and Clear Communications committee.

NATIONAL INSTITUTE OF ARTHRITIS AND MUSCULOSKELETAL AND SKIN DISEASES (NIAMS), Bethesda, MD **February–May 2010** ***Social Media Strategist (90-Day Rotation)***

Worked with key staff to develop a strategic social media communications plan for the Office of Communications and Public Liaison (OCPL). Created social media guidance documents. Researched and reported on lessons learned by early federal adopters of social media tools. Attended seminars, conferences, webinars, and other meetings concerning social media policy and evaluation. Developed expertise in federal social media guidelines and best practices.

Accomplishments and Recent Projects

- Researched and wrote *NIAMS New and Social Media Overview*, an analysis of Facebook, Twitter, YouTube, wikis, and blogs featuring pros and cons, case studies, and best practice tips.
- Helped plan and execute a social media forum bringing together NIAMS division representatives to discuss how the strategic use of social media tools could support the NIAMS mission.
- Created presentation and handout on Facebook use at the National Institutes of Health.
- Co-wrote *NIAMS Facebook (FB) Policies and Procedures*, including an application form and strategic communications plan template.
- Developed Twitter pilot campaign, including a strategic communications plan regarding content sources, promotion, tweet schedule, and evaluation metrics.
- Awarded \$100 performance bonus and a "Shining Star" recognition pin at end of rotation.

LEAPFROG COMMUNICATIONS, LLC, New York, NY, and Bethesda, MD **1999–present** ***Sole Proprietor/President***

Run a full-service communications business specializing in information design solutions, from concept development through content creation to promotion. Other featured services include writing, editing, desktop publishing, Web design, project management, public relations, and consulting. Client list comprises Fortune 500 companies, academic institutions, international publishing companies, associations, nonprofits, government (city and federal), and small businesses, including

Cerner, Columbia University, the New York City Department for the Aging, and Springer-Verlag NY. Visit www.leapfrogco.com for more.

Accomplishments and Recent Projects

- Won a USDA Center for Applied Technology Web Design Award for www.leapfrogco.com/pope/index.html.
- Served as developmental editor for award-winning textbook *Nursing and Informatics for the 21st Century*.
- Developed promotional video and brochure for Hunter-Bellevue's School of Nursing recruitment campaign.
- Researched and wrote online emergency preparedness course for University at Albany School of Public Health.
- Designed the 2006-2007 annual report for The New York City Department for the Aging.

CENTER FOR RESEARCH ON ENVIRONMENTAL DECISIONS (CRED), New York, NY 2006
Research Assistant: Lab of Professor Dave Krantz, Department of Psychology, Columbia University

CRED is an interdisciplinary center that studies individual and group decision making under climate uncertainty and in the face of environmental risk. Designed, ran, analyzed, and refined experiments, which included developing testable hypotheses, researching scientific literature, recruiting and running subjects, coding and interpreting data, and presenting findings.

Accomplishments

- Designed experiment on interdependent security and the development of cooperative behavior in the face of probable financial loss due to an environmental disaster (erosion leading to loss of beachfront property).

DEPARTMENT FOR THE AGING (DFTA), New York, NY 2003–2005
Deputy Director, Public Affairs

Assisted director in promoting DFTA's programs and services to the elderly, the press, and public officials. Acted as spokesperson in director's absence; planned publicity events; produced print and electronic publications for all units; wrote Commissioner's speeches and Mayoral briefings; selected topics and developed scripts for DFTA's TV and radio programs.

Accomplishments

- Designed and developed content for a new Web site promoting local caregiver resource centers established under the Administration on Aging's National Family Caregiver Support Program (<http://www.nyccaregiver.org>).
- Served as media liaison, fielding questions about controversial pilot program (serving frozen meals to Bronx seniors).
- Scripted and helped produce training video on Medicare Part D's prescription drug discount card program.
- Produced multilingual versions (Spanish, Chinese, Russian) of major publications and ads.

MCGRAW-HILL COMPANIES, New York, NY 2001–2002
Web Operations Manager, Lifetime Learning Division

Produced company's number one product, a turnkey hosted Internet e-learning solution, for both business-to-business and business-to-consumer clients. Key communicator role, supported clients from point-of-sale and acted as liaison with technical support, marketing, and professional learning services teams to satisfy client needs. Managed vendor relationships, including application service provider, learning management system (LMS) licensor, and hosting company, and freelance staff.

Accomplishments

- Developed and maintained more than 65 multilingual Web sites (English, French, Spanish, German).
- Streamlined reporting process to save \$80,000 annually.

AMERICAN MEDICAL INFORMATICS ASSOCIATION (AMIA), Bethesda, MD 1996–1999
Director of Publications

Produced an average of 50 publications (print and electronic) annually. Wrote feature articles, press releases, and promotional copy for AMIA's print and electronic publications. Managed freelance and in-house editorial and design staff. Developed and executed marketing plans for annual meeting and membership drives. Oversaw a \$450,000 annual budget. Staff liaison to Publications Committee and Editorial Board of *JAMIA*, AMIA's bimonthly journal.

Accomplishments

- Reduced 1996–97 printing costs by \$26,000 while improving publication quality and impact.
- Produced first online versions of AMIA's marketing publications.
- Designed annual meeting materials, including exhibitor kits, programs, and flyers.
- Wrote and designed biannual *AMIA Yearbook*.
- Developed first CD-ROM version of AMIA's annual meeting proceedings.

NATIONAL ASSOCIATION FOR HOME CARE (NAHC), Washington, DC 1991–1996
Program Director, Policy Publications

Wrote articles and promotional copy for NAHC's weekly newsletter, *NAHC Report*, and NAHC's monthly newspaper, *HEMOCARE NEWS*. Reported on congressional hearings and association conferences. Edited legislative, legal, regulatory, and research copy. Oversaw heavy production schedule. Supervised design and editorial staff. Managed a \$750,000 budget.

Accomplishments

- Helped launch a daily news release, *Health Care Reform Update*, to inform members about federal health care reform activity and NAHC's efforts to influence policymaking.
- Reported on all national annual meetings, including interviewing members and keynote speakers.
- Researched and wrote profiles of famous humanitarians for *Faces of Caring* book.

GOVERNMENT FINANCE OFFICERS ASSOCIATION (GFOA), Washington, DC 1988–1990
Editorial Assistant

Wrote abstracts and edited copy for GFOA's bimonthly membership magazine, *Government Finance Review*. Also wrote promotional copy for in-house ads and brochures.

FEDERAL PUBLICATIONS, Washington, DC 1987–1988
Production/Editorial Assistant

Wrote abstracts of new reports for monthly newsletter, *Interpreter Releases*. Staff copyeditor and proofreader.

EDUCATION

Postbaccalaureate Certificate in Psychology, Columbia University, December 2006

Certificate in Conservation Biology, Columbia University, December 2004

Bachelor of Arts, English Literature, George Mason University, May 1988

PROFESSIONAL TRAINING AND DEVELOPMENT

The Leadership Journey: A Quest for Authentic Success, National Institutes of Health Administrative Fellows Program Training Event, April 2010

Administrative Fellows Program, National Institutes of Health, August 2009-present (two-year training program)

Business to Government Mastery Program, B2G Institute, April 2008

Proposal Writing Seminar, Proposal Budgeting Basics, The Foundation Center, April 2002

Javascript, CSS Level 2, HTML Writers Guild, Winter 2001

Medical Informatics Course for Health Care Professionals, National Library of Medicine, Fall 2000
Week-long program included courses on database design and development and computer applications in health care.

Certified Web Publisher, USDA Center for Applied Technology Graduate School Program, Summer 2000

George Washington University and TJPA Consulting, 1997–99

Continuing career education courses in HTML, Web site design, Photoshop for the Web, and Illustrator.

George Washington and George Mason universities, 1989–96

Graduate-level courses in public relations, marketing, substantive editing, publications management, and linguistics.

PUBLICATIONS

Additional writing samples are available at www.leapfrogco.com/samples.html

“New Publication Offers Relief to Those Suffering from Pain and Other Distressing Symptoms of Illness: NINR Brochure Highlights the Benefits of Palliative Care,” National Institutes of Health press release, November 2009, <http://www.nih.gov/news/health/nov2009/ninr-20.htm>.

Special Medical Needs Shelters, Center for Public Health Preparedness course, University of Albany School of Public Health, April 2009, <http://www.ualbanycphp.org/learning/registration/tab.cfm?course=smns&s=Overview>.

The Hunter-Bellevue School of Nursing Experience, script for Hunter-Bellevue School of Nursing recruitment video, May 2009, <http://www.youtube.com/watch?v=rAES4O-nLgA>.

“Remote ICU Saves Lives in Intensive Care,” *Broadband Properties Magazine*, July 2006, http://www.killerapp.com/content/publish/article_72.shtml.

“Matching the Message to the Audience: The Effect of Framing on Pro-Environmental Behavior,” unpublished, <http://www.leapfrogco.com/samples.html>.

“Participant Perceptions of the Influences of the NLM-Sponsored Woods Hole Medical Informatics Course,” *Journal of the American Medical Informatics Association*. 2005;12:256-262.

“Death Valley Field Trip Challenges Students to Think Like Earth Scientists,” *Earth Institute News*, Apr. 2003, <http://www.earthinstitute.columbia.edu/news/2003/story04-15-03.html>.

“From the Theoretical to the Applied: Learning from Conservation Scientists in Action,” *CERC Notes*, Spring 2002, Center for Environmental Research and Conservation.

“Currents in Medical Informatics: The Woods Hole Experience,” *MD Computing*, Jan. 2001, Springer-Verlag.

TECHNICAL SKILLS

Proficient in HTML 4, CreativeSuite 3, Microsoft Office. Familiar with Facebook, LinkedIn, Twitter, SPSS, CSS, Javascript, and Flash 4. Comfortable with both PC and Mac platforms.

AFFILIATIONS

Toastmasters International, Association of Women in Communications, DC Web Women, American Clinical and Climatological Association

COMMITTEES/BOARDS/VOLUNTEER WORK

Chair, Web Management and Communications Committee (National Institutes of Health Administrative Fellows Program), April 2010-present

Member, National Institutes of Health Child Care Board, September 2010-present

Member, National Institutes of Health Intern Technology Committee, October 2010-April 2011

Secretary, Evening Toastmasters Club, National Institutes of Health, July 2010-July 2011 (member since November 2009)

Secretary, 2711 Henry Hudson Parkway Cooperative Board, June 2006-December 2007

Member, 2711 Henry Hudson Parkway Cooperative Board, June 2005-June 2006

Volunteer, The Children’s Inn (2010), ReStart Central (helping companies below 14th Street restart their operations after 9-11) (2002-03), The River Project (2002), and The American Red Cross (1995)

CERTIFICATIONS

Woman-owned small business: DUNS: 825359438, CAGE: 525N4, NAICS: 541430, 541511, 541613, 541820, 561410, 813312, 922190