

614 South Paca Street
Baltimore, MD 21230
USA
+1-410-727-8060
Portfolio: <http://joandrum.wix.com/portfolio>
e-mail: joandrum@hotmail.com

Joanne Drummond

Summary	Highly organized, detail-oriented, creative problem-solver with more than 20 years in communications project management and customer service. Areas of expertise include writing and editing print and online publications, managing vendors, critical thinking, developing strategic initiatives and event planning. Won more than 90 state and national awards for website, magazine, iPhone app and collateral materials, including Apex's Most Improved Newsletter and Institute for Healthcare Advancement's Health Literacy Award.
Professional Experience	<p>CareFirst BlueCross BlueShield, Owings Mills, MD <i>Senior Communications Representative</i>, March 1999–August 2011</p> <ul style="list-style-type: none">▪ Supported Medical Management initiatives, including accreditation, case management, utilization management and health and wellness programs▪ Developed and edited member health education materials, including letters, brochures, calendars, member handbooks and disease management materials▪ Developed health communications materials for key initiatives▪ Editor of <i>Vitality</i>, a 28-page magazine produced three times per year in two versions for more than 1,000,000 members; developed issue plans and articles, resolved data issues, managed approval process, managed contract renewal▪ Managed content and developed new material and promotional strategy for health and wellness section of www.carefirst.com; used Dreamweaver and Photoshop to create and update custom pages; after assuming duties in 2002, increased visitors by 45%▪ Managed external vendors, including printers, graphic designers, mailhouses, magazine publisher, website provider, wellness and disease management vendors▪ Participated in committees to improve customer satisfaction and patient safety▪ Assisted department members in the review and development of member, provider, broker, sales and associate communications and the planning and staffing of community events▪ Wrote, produced and deployed monthly health e-newsletter▪ Developed SymptomChecker iPhone app▪ Participated in the Downtown Partnership's Member Services Committee▪ Managed budget in excess of \$1,800,000 <p><i>Customer Service Representative</i>, October 1994–March 1999</p> <ul style="list-style-type: none">▪ Responded to providers' and customers' written and telephone inquiries▪ Selected for outstanding work habits to mentor trainees and probationary employees▪ Investigated and reported situations involving fraud and third party insurance▪ Completed medical terminology course, November 1996▪ Awarded Certificate of Achievement for outstanding service: July 1996, December 1996, June 1998

Professional Experience (continued)	<p>Lincoln Insurance Group, Wilmington, DE <i>Marketing Specialist</i>, August 1988–January 1993</p> <ul style="list-style-type: none"> ▪ Wrote copy for and designed promotional pieces using WordPerfect, CorelDraw and Pagemaker ▪ Coordinated internal review process, printing and distribution of promotional materials ▪ Coordinated three sales campaigns, which led to increased sales of at least 14% ▪ Composed letters and designed forms for direct mail campaign ▪ Initiated, designed and wrote employee and agency newsletters ▪ Developed media advertising campaign ▪ Contributed to development of marketing strategy <p>Position terminated due to corporate restructuring</p> <p><i>Casualty Underwriting Assistant</i>, August 1986–August 1988</p> <ul style="list-style-type: none"> ▪ Priced policies and analyzed accounts for profitability and adherence to underwriting guidelines ▪ Held positions of Department Representative, Secretary, Treasurer and President of Lincoln Employees' Association
Miscellaneous	<p>Foreign Languages</p> <ul style="list-style-type: none"> ▪ French: intermediate level ▪ Spanish: completed Spanish for Nursing <p>Freelance Photography</p> <ul style="list-style-type: none"> ▪ Specialize in travel photography ▪ Samples available at http://jdrummond.zenfolio.com <p>Ridgely's Delight Community Association, Baltimore, MD 1996–present</p> <ul style="list-style-type: none"> ▪ Served as President, Vice President of Communications and newsletter editor ▪ Organized and promoted community events within the neighborhood ▪ Managed 2002 Home and Garden Tour ▪ Developed and maintain community Web site, www.ridgelysdelight.org and Facebook page <p>Member, Baltimore Creative Alliance and Sowebo Arts, Inc.</p> <ul style="list-style-type: none"> ▪ Exhibited photography at both locations, including Artscape's 2006 Self-Taught Artists Exhibit ▪ Vice President, Sowebo Arts, Inc.
Education	<p>University of Delaware 1984 B.S. Business Administration, Marketing Concentration</p>