

Jill Zabinski-Berne

Webster, NY 14580 | jillzabinskiberne@gmail.com | linkedin.com/in/jill-zabinski-berne

Highly motivated writer and seasoned communications professional with advanced expertise in marketing communications. Proven track record in promoting brand identity, executing campaigns, and coordinating external and internal communications. Known for marketing expertise, excellent communication and writing skills.

Areas of Expertise

Writing | Project, Strategic, and Creative Development | Employee & Marketing Communications | Website/
Intranet Development | Advertising | Branding | Collateral Development | Digital Marketing

Experience

Rochester Institute of Technology, Rochester, NY

2023 - present

Senior Multimedia Marketing Writer

Craft marketing copy for print and digital platforms that builds up the RIT brand, connects with diverse target audiences, and accomplishes goals of the campaign.

- Write messaging that articulates various RIT differentiators in clear and compelling ways.
- Lead and participate in numerous marketing and creative projects and initiatives.
- Utilize SEO to support relevance, usability, and marketing objectives by optimizing web content.

CooperVision, Rochester, NY & Remote

2014 - 2023

Marketing Communications Manager

Led development/implementation of marketing initiatives that support brand campaigns.

- Collaborated with members of the marketing department and global organization to achieve brand consistency, coordination of messages, and the highest standards for external communications.
- Managed creation, production, and analysis of print/digital internal and external marketing collateral pieces and advertising placements targeted to both eye care professionals and contact lens wearers.
- Wrote communications from senior management to sales force of 200 and customer base of 30,000.
- Won the Best Health Care Website, Best Medical Website for Toric2Ways in the 2022 Internet Advertising Competition in collaboration with Truth Collective.

Ballet Prestige & New York State Ballet, Rochester, NY

2012 - 2015

Director, Marketing & Communications

Managed marketing, advertising, and public relations of dance school and ballet company.

- Worked side-by-side with Owner/Artistic Director from the organization's inception to provide strategic direction to rapidly grow enrollment and profitability.
- Wrote/managed production/distribution of press releases, print/digital ads, newsletter, and collateral.
- Designed, created, and implemented content for two websites and social media outlets.
- Directed/coordinated recruitment efforts, fundraisers, events, auditions, and performance opportunities.

Rochester General Health System, Rochester, NY

2011 - 2013

Communications & Web Content Manager

Managed communications/marketing for organization with a workforce of 6,000 employees.

- Wrote, produced, and distributed all internal and external communications regarding organization's Electronic Medical Records via print, online, and social media.
- Authored/distributed communications from President and senior management.
- Wrote brochure copy for specific hospital departments and divisions.
- Part of a two-person web team that received the highest score for website communications in a 2012 report from New York Public Interest Research Group.

Unity Health System, Rochester, NY

2010 - 2011

Copywriter & Internal Communications Manager

Head of employee communications for a workforce of 5,000 employees in 70 Rochester locations.

- Created the company's first strategic annual employee communications plan.
- Designed and implemented internal marketing campaigns to employees regarding new programs and benefits, working closely with Administration and Human Resources.
- Collaborated with social media, public relations, and marketing teams for delivery of consistent messaging to internal and external audiences.
- Wrote and produced employee newsletters and daily content on intranet homepage.

ITT Geospatial Systems, Rochester, NY

2006 - 2010

Internal Communications Manager

As head of employee communications team for aerospace division with 5,000 employees, successfully implemented a new employee communications program.

- Worked closely with marketing communications, public relations, IT, community relations, and human resources teams to ensure consistent messaging to internal and external audiences.
- Implemented initiatives that helped raise employee engagement score by 20% in two years.
- Won international 2009 ITT Communications Best Practices Award for Leadership and Learning for "implementing new programs and employee communications vehicles that elevated the communications function."
- Wrote and provided consulting, messaging, and multimedia presentations to the President and senior leadership team using interactive approaches to help employees understand how their actions can influence the division in reaching strategic objectives.

Additional Relevant Experience

LeChase Construction Services, LLC, Rochester, NY

Director, Marketing Communications

Head of marketing communications team for workforce in six regional offices.

SMG (Starcom Mediavest) Directory Marketing, Rochester, NY

Account Director

Managed nationwide directory advertising for several Fortune 500 companies.

Global Crossing, Beverly Hills, CA & Madison, NJ

Senior Manager, Global Corporate Internal Communications

As head of employee communications team for telecom start-up with employees in 27 countries, won the 2002 Gold Award from League of American Communications Professionals.

Saatchi & Saatchi Advertising, Rochester, NY

Senior Account Executive

Managed nationwide directory advertising for several Fortune 500 companies.

Education

Communication BA (Advertising & Journalism)

University of Scranton, Scranton, PA

Pursuing Marketing and Communications MS

Rochester Institute of Technology, Rochester NY