Phyllis A. Duggan

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**SUMMARY**

Innovative, results-oriented communications professional with extensive experience in healthcare marketing and public relations. Speaker and speaking coach; award-winning writer with experience in online and traditional marketing channels. Proven ability to create and launch plans and campaigns that deliver revenue and profit within highly competitive markets. Strategic perspective in developing communication tools to meet organizational goals. Skilled in media relations and market research. Problem solver and speaker who coaches executives to deliver compelling presentations, bridges gaps of understanding, clarifies and reinforces an organization’s values, and consistently exceeds expectations.

## EXPERIENCE

**Consultant/freelancer,** Waxahachie, Texas
***Content Writer and Marketing Communications Specialist,*** April 2013 – present

Help clients drive business through speaker training, content marketing and SEO, copywriting and editing, and integrated marketing communications and brand messaging services.

***Online Tutor, Public Speaking and Writing,*** Wyzant.com

**Navarro College,** Corsicana, Texas

***Adjunct Professor,*** September 2011 – May 2013

Taught public speaking courses. Content included audience analysis, outlining, message development, delivery and effective use of visual aids.

**Tarrant County College, Southeast Campus,** Arlington, Texas

***Adjunct Professor,*** August 2010 – May 2013

Taught public speaking courses. Content included audience analysis, outlining, message development, delivery and effective use of visual aids.

**Texas Health Resources,** Arlington, Texas

***Senior Communications Specialist,*** January 2008 – May 2011

Managed and supported communications efforts directed to internal stakeholders (employees, physicians, volunteers) for Texas Health Harris Methodist and Presbyterian hospitals in the DFW Metroplex and surrounding areas. Wrote and edited copy for e-newsletters and intranet; developed communications plans for systemwide initiatives.

**Phyllis Duggan Consulting,** Dallas, Texas

***Owner, President,*** June 2007 – January 2008

Provided communications, marketing and public relations consulting services to clients, including writing and editing; speaker training for leaders.

**University of Texas at Arlington,** Arlington, Texas

***Adjunct Professor,*** August 2007 – May 2008

Taught Introduction to Public Relations class.

**Phoenix Health Systems,** Richardson, Texas

***Vice President of Marketing,*** November 2006 – June 2007

Directed marketing initiatives for Phoenix, a company providing information technology solutions to health care clients, including outsourcing, strategic consulting and revenue cycle management services. Responsible for branding efforts, internal and external messaging, public and media relations, research and development of sales collateral. Collaborated with senior team members in sales strategy development to drive business.

**Phyllis Duggan Consulting,** Richardson, Texas

***Owner, President,*** March 2005 – November 2006

Provided communications, marketing and public relations consulting services to clients. Services included development of marketing and communications plans, writing and editing, project management and speaker training for leaders. Diverse engagements included qualitative research projects, design and implementation of customer service training programs, issues management and advocacy writing.

**Baylor Medical Center at Garland,** Garland, Texas

***Director of Marketing,*** May 1997 – March 2005

Planned and directed marketing activities for Baylor Medical Center at Garland, a 250-bed acute care facility serving a population of 230,000 in northeast Dallas County. Part of not-for-profit Baylor Health Care System. Managed five professionals, including community relations and physician relations staff members, and managed a budget of $1,250,000. Developed marketing plans for the hospital and service-line specific plans. Directed employee communication efforts; assisted physicians in referral development; served as media relations contact/spokesperson. Managed qualitative and quantitative research efforts for the hospital; conducted speaker training for executives.

**VHA Inc.,** Irving, Texas. ***Senior Communications Specialist,*** 1996 – 1997

VHA is a national alliance of not-for-profit hospitals. Advised business units concerning marketing communications solutions to meet their business goals. Worked with community health improvement and satellite network units as clients. Managed freelance writers; wrote and edited marketing communications materials, including brochures and audiovisual presentations. Served as team leader/project manager for in-house advertising agency team.

**EDUCATION**

***Master of Arts, Speech Communication,*** **University of Arizona,** Tucson, Arizona.

Assistant Debate Coach; Graduate Teaching Assistant.

***Bachelor of Arts, Communication,* University of Texas at Arlington,** Arlington, Texas.

**LANGUAGE**
Spanish