

Sarah Fitzgerald

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Education

Bachelor of Science, Communications
Minor, Public Relations
Utah State University

Masters in Management & Leadership
Western Governors University

Experience

October 2021- Present **Chief Communications Officer, CAPSA**

- I currently oversee the marketing, communications, prevention & education, volunteer services and community engagement departments at CAPSA, a non-profit domestic violence shelter and rape recovery center serving Cache, Rich and Franklin, Idaho counties.
- I strategically direct and supervise a team that oversee 25% of CAPSA's current workforce.
- Skills Demonstrated: strategic planning, leader development, project management, communications internally and externally, public speaking, campaign execution, community outreach, writing, editing.

July 2017- September 2021 **Marketing & Communications Manager, Intermountain Healthcare (North Hospitals Team)**

- Managed the marketing and communications efforts for Logan, Layton & Bear River. Presently overseeing the marketing and communications for Logan and Bear River.
- Led the marketing, communications and event planning for opening Layton Hospital.
- Planned and executed the marketing and communications events for Logan Regional's Center opening in April of 2019.
- Skills demonstrated: project management, marketing strategy and execution, social media, graphic design, web design, web content creation, internal communication, event planning, social media content development and management, branded content creation

December 2016- July 2017 **Communications Specialist III, McKay-Dee Hospital**

- Manage projects for McKay-Dee/ North Region service lines including: Women and Newborn, Orthopedic and Sports Medicine, Education, Foundation, as well as others.
- North Region lead for Zero Harm for which I have created collateral materials and coordinated communication to Intermountain Healthcare's North Region.
- Contributed to Intermountain Healthcare's mission "Helping People Live the Healthiest Lives Possible" through video coordination, social media, blogs, internal and external communications.
- Skills demonstrated: project management, marketing strategy and execution, social media, graphic design, web design, web content creation, internal communication

September 2015- December 2016 **Communications Specialist II, Logan Regional Hospital**

- Manage projects for Logan Regional Hospital/North Region service lines including: Women and Newborn, Mammography, Cancer Services, Orthopedic and Sports Medicine, as well as others.
- Plan and execute print advertising, bus, radio, digital and social media marketing.
- Skills demonstrated: project management, graphic design, writing, editing, public speaking, photography, media relations, public involvement

March 2014- August 2015 **Account Coordinator, Penna Powers**

- Advanced Utah's driving safety program, *Truck Smart*, reaching more than 3800 students and 25 schools in less than 1 year.
- Coordinated and contributed to the following campaigns and projects with the Utah Department of Transportation: Zero Fatalities, UDOT Traffic, The Wasatch Front Central Corridor Study and the Mountain View Corridor.
- Skills demonstrated: public speaking, project management, campaign execution, community outreach, writing

Skills

Community Outreach and Relationship Building, Strategic Planning, Project Management, Interpersonal Communication, Graphic Design, Content Development, Public Speaking, Social Media, Media Relations, Event Planning, Public Involvement Officer, Trained/Certified, Continuous Improvement Certified, Leader Development, Internal Communications