

Erin Tighe

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PROFESSIONAL EXPERIENCE

Vinfen, Cambridge, MA

April 2013 – present

Director of Communications and Development

- Develops and implements overall strategic marketing and development plans to communicate company mission, goals, initiatives, and achievements; further company visibility; and drive funding
- Manages identity and brand alignment ensuring all marketing products communicate a coherent message, have a consistent look and feel, and are content-accurate, up-to-date, and error-free
- Defines the vision and editorial strategy for websites, mobile applications, and social media channels
- Writes and edits content for websites, articles, blog posts, newsletters, email marketing, press releases, talking points, video scripts, annual reports, fundraising appeals, donor communications, acknowledgements, and advertisements
- Creates and schedules social media posts and drives day-to-day engagement and growth through monitoring comments and responding
- Provides creative and editorial counsel and direction to staff, contributors, freelancers, and contractors to create effective, dynamic, content-rich print, multimedia, and digital marketing products
- Directs, produces, films, and edits videos
- Identifies and engages diverse constituencies including people and families served, staff, and supporters in marketing and development efforts including campaigns, stories, and media interviews
- Researches, plans, and executes complex projects and campaigns across departmental boundaries to influence and connect communications efforts
- Oversees the planning of all major company events and professional conferences
- Researches, identifies, and cultivates individual, corporate, and foundation donors
- Acts as the spokesperson for events requiring public relations and crisis communications
- Sets, drives, monitors, and evaluates annual marketing and development goals and key metrics, using data to better meet the needs of internal and external audiences
- Manages department and project timelines and budgets
- Supervises Communications and Development staff

Health Resources in Action, Boston, MA

April 2012 – April 2013

Senior Communication Associate

- Coordinated a variety of marketing campaigns for clients such as the Massachusetts Department of Public Health, the DentaQuest Foundation, and Boston Children's Hospital
- Managed client relationships, prepared project work plans and calendars, monitored budgets, and supervised project staff, consultants, and vendors
- Developed campaign approaches, creative strategies, branding, and messaging
- Conducted consumer research through surveys, focus groups, and interviews
- Created strategic communication products such as billboards, mass transit advertisements, point of service displays, brochures, posters, postcards, web content, and social media posts

Salter Mitchell, Alexandria, VA

December 2010 – April 2012

Social Marketing Project Manager

- Managed multiple communication projects for clients such as the U.S. Environmental Protection Agency, the Centers for Medicare and Medicaid Services, and the Pew Charitable Trusts
- Developed comprehensive communication and marketing plans and implemented strategies and tactics to change behavior and increase awareness of health, environmental, and social issues
- Drafted publications and electronic communications including brochures, postcards, fact sheets, web content, and social media posts
- Wrote press releases, monitored newsfeeds, and pitched to media outlets
- Planned and executed national conferences, announcements, and press events
- Managed staff, freelancers, and interns

Community Research Initiative of New England, Boston, MA

June 2007 – December 2010

Communications and Special Events Manager

- Created and executed marketing and development plans to communicate company mission, further visibility, raise funds, and increase awareness about HIV/AIDS
- Produced, edited, and managed all publications and digital communications including newsletters, press releases, annual reports, fundraising appeals, donor communications, brochures, medication charts, flyers, posters, and collateral materials
- Managed web presence by writing, editing, and updating website, posting to social media channels, and updating listings
- Coordinated with the Research Department and the Massachusetts HIV Drug Assistance Program (HDAP) on recruitment, public awareness campaigns, and education and outreach efforts
- Designed, planned, and implemented outreach and fundraising events including obtaining sponsorship, organizing logistics, managing vendor relationships, coordinating event day activities, and managing database records, invoices, budgets, and acknowledgments
- Supervised staff, interns, and volunteers

Justice Resource Institute, Boston, MA

January 2007 – May 2007

Health Communication Consultant

- Conducted a needs assessment to improve communication between consumers and providers
- Performed research through surveys, focus groups, interviews and literature reviews
- Developed a marketing plan and outreach materials including flyers, newsletters, and a website
- Created a comprehensive resource guide for people living with or at risk for HIV/AIDS including compiling resource information and designing layout

Management Sciences for Health, Cambridge, MA

October 2003 – June 2007

Program Associate

- Developed, designed, and prepared a quarterly electronic newsletter
- Managed budgets and work plans, gathered staff labor projections, and produced budget reports
- Maintained central files including department documents, photos, presentations, and press clippings

Administrative Coordinator

- Coordinated administrative and operational activities for four international health programs
- Developed and maintained project coding and budget monitoring, tracked contractor and subcontractor invoices, and prepared consultant contracts for technical assistance to field projects
- Planned and managed professional conferences

Senior Publications Assistant

- Organized work plans, status charts, brainstorm sessions, draft reviews, and editing of publications
- Maintained database of publications and responded to requests to use copyrighted materials
- Coordinated agency representation at conferences and arranged for distribution of agency materials

EDUCATION

Emerson College (*in collaboration with Tufts University School of Medicine*), Boston, MA
M.A. in Health Communication

May 2007

Emmanuel College, Boston, MA

B.A. in English Communication and Political Science
Graduated *magna cum laude*, with distinction in the field of Political Science

May 2003

SKILLS

Adobe Acrobat, Adobe InDesign, Adobe Lightroom, Adobe Photoshop, Blogger, Drupal, eTapestry, Constant Contact, Facebook, Google Analytics, Instagram, Joomla!, LinkedIn, Microsoft Office, Pinterest, Sage, Squarespace, Twitter, Vimeo, Woopra, WordPress, and YouTube