

**Joyce Glavish**  
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## Qualifications

- I am a strategic thinker who enjoys simplifying the complex and loves to craft compelling messages.
- I handle pressure well, am motivated by the cause and by working collaboratively.
- I'm passionate about the outdoors.

## Work History

### 2016 – Current **Senior Advisor, JayRay Ads & PR, Tacoma**

Lead accounts in fields ranging from health care to transit. Recent work includes website development, integrated marketing, community outreach and event work. *Recent vanpool campaign far exceeded key performance indicators.*

### 2014 – 2016 **Director of Marketing and Communication, King County. CHI Franciscan, Tacoma, WA**

Responsible for four hospitals and associated clinics in King County. Top priority included change management communication for the newest affiliate hospital. *Grew participation in employee satisfaction survey from 54 to 84 percent.*

### 2012 – 2014 **Regional Director of OneCare Communication. Catholic Health Initiatives, Denver, CO**

Led communication for implementation of new electronic health records at seven hospitals and more than 150 medical clinics in the Pacific Northwest. *Communication contributed to solid implementations that achieved desired financial benchmarks within six weeks of go-live.*

### 2010 – 2012 **Director of Marketing, Auburn Regional Medical Center, Auburn, WA**

Built new marketing team and worked to rebuild awareness of 162-bed hospital and its affiliated clinic system. Responsible for external and internal communication and marketing. *Increased website traffic by 22 percent during 2011. Grew clinic volume by 25 percent in 2011.*

### 2001 – 2010 **Marketing Manager, Franciscan Health System, Tacoma, WA**

Oversaw marketing for two hospitals and several key service lines. Achieved growth in market share of major medical center and heart center in a very competitive market. Also deeply involved in public affairs work around the development of two new hospitals in Gig Harbor and Enumclaw. *Grew heart service market share 6.2 percent from 2008 to 2010 against heavy competition. Grew inpatient market share for medical center 2 percent over the same period.*

### 1999 – 2001 **Asst. V.P., APCO Worldwide, Seattle, WA**

Managed global paper account for Dow-Corning and assisted with Gates Foundation account. Work ranged from media relations to the coordination of international trade shows.

### 1987 – 1999 **Sr. Acct. Executive, Hill and Knowlton/The Rockey Company, Seattle, WA**

Managed and worked on a variety of accounts, from trade press for industrial clients to publicity for manufactured housing and events promoting awareness of domestic violence.

## Education

- Bachelor of Arts, Public Relations, Washington State University
- Continuing Education:
  - Learned to create animated graphic videos using Vyond.
  - Grew skills in Wordpress

- Continually adding to social media and digital marketing toolkit