

# ELIZABETH KRECKER

STORYTELLER, CONTENT STRATEGIST, PROJECT MANAGER



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## EDUCATION

### MASTER'S DEGREE

Business Administration  
Grand Canyon University  
Phoenix, Ariz.

### BACHELOR OF ARTS

English, Public Relations  
Arizona State University  
Tempe, Ariz.

### ASSOCIATE OF FINE ARTS

Painting & Illustration  
Oakland Community College  
Oakland, Mich.

## PROFESSIONAL PROFILE

As a dynamic leader with a broad range of experience, I have a demonstrated ability to achieve market growth. With copywriting skills that couple copyediting with a love for the beauty in language, my writing encompasses a wide range of styles that enhance perception of businesses. As a content strategist, I combine websites, social media, and strategy to achieve successes in marketing. Strong project management and team-building skills give me the background to create a positive environment with a focus on personal and professional integrity.

## EXPERIENCE

### PRINCIPAL

Krecker & Company, Phoenix, Ariz. / 2014 – Present

Launched new marketing and public relations firm with focus on effective content strategy and development for health care and wine industry clients in Arizona and Texas.

- Developed and edited website content for Banner Neurological Institute resulting in completion of 500-page website.
- Managed event for Norton Thoracic Institute resulting in successful celebration of its rise to number one lung transplant program in the nation.
- Copywriting of content for websites and print collateral for Dignity Health St. Joseph's Hospital and Medical Center, Dignity Health Mercy Gilbert Medical Center, and Dignity Health Chandler Regional Medical Center.
- Developed wine industry blog to expand interest and awareness of Arizona wine.

### DIRECTOR, MARKETING AND PUBLIC RELATIONS

Health Choice, Phoenix, Ariz. / 2011 – 2014

Led marketing, business development, and public relations strategies to achieve enterprise-wide goals for Health Choice, with health plans and integrated networks in Arizona, Utah, and Florida serving more than 250,000 lives.

- Reported directly to COO, serving as member of executive team.
- Managed 10 direct reports, two dotted line reports located in Arizona and Utah, and combined annual business unit marketing budgets totaling \$5.5 million.
- Project lead for bid proposal for 2014-2019 Arizona Medicaid procurement through highly competitive process. Proposal and oral presentations resulted in successful award to Health Choice, achieving improved geographic alignment with IASIS strategic footprint in Arizona, increase in total membership, and \$2.5 billion total revenue through full term of award.
- Developed physician partnerships and community relations strategies to strengthen relationships, improve member retention, and grow new membership for the third largest Medicaid health plan in Arizona. Result: 9.5 percent increase in market share in 2013, with continued growth into 2014.
- Led strategic planning process to overhaul Medicare sales program resulting in new product design, launch of independent broker channel and CRM tools, and streamlined sales processes. Contributed to 52 percent increase in membership during first six months of program launch (2013-2014).

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## EXPERTISE

Website Content  
SEO  
New Media Advertising  
Social Media  
Copywriting & Editing  
Strategic Planning  
Research  
Media Relations  
Physician Relations  
Operations  
Government Bids  
Project Management  
Meeting Facilitation  
Resource Management

## TECHNICAL SKILLS

Microsoft Office Suite  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Social Media  
HTML  
CSS  
WordPress  
Basecamp

## EXPERIENCE continued

### DIRECTOR, MARKETING

St. Luke's Medical Center, St. Luke's Behavioral Health Center, Tempe St. Luke's Hospital, Tempe, Ariz. / 2008 – 2011

Developed and executed strategic planning, marketing, business development, and public relations initiatives to achieve the business goals of St. Luke's Medical Center, Tempe St. Luke's Hospital, and St. Luke's Behavioral Health Center.

- Reported to CEO with dotted line to regional marketing director, serving as member of the hospital administrative teams.
- Managed two direct reports, agencies, vendors, and annual marketing budgets of \$1.5 million.
- Developed and executed revenue growth campaigns for key service lines using integrated strategies, including traditional advertising, online and social media marketing, event marketing, physician sales, media relations, and community and government relations. Fiscal year 2010 campaigns resulted in increased revenue growth and a 14 percent increase in market share.
- Led branding strategy development, planning, and execution of public relations strategies resulting in 12 percent increase in brand perception in metropolitan Phoenix (for St. Luke's Medical Center).

### DIRECTOR, MARKETING

John C. Lincoln Health Network, Phoenix, Ariz. / 1997 – 2008

Led marketing initiatives to achieve the organization's strategic goals including management of digital marketing team, design and creative teams, and print media department.

- Progressive career growth through 11-year tenure, including roles as graphic designer, graphic services manager, and strategic communications director.
- Led market research, creative direction, and implementation of new system-wide brand strategy resulting in a 10 percent increase in perception of desirable decision drivers and hospital preference.
- Led implementation of marketing programs to grow targeted service lines resulting in \$3.2 million in revenue to contribution margin in a 12-month period.

### PRINCIPAL

Design by Design, Inc., Scottsdale, Ariz. / 1990 – 1997

Provide brand strategy, creative direction and graphic design to support marketing initiatives for a variety of advertising agencies, clients and industries including national and local brands

- Brands promoted include Bank of America, Arizona Lottery, Shea Homes, Inter-Tel, John C. Lincoln Hospitals, and the Arizona Biltmore.

## PROFESSIONAL ASSOCIATIONS

International Association of Business Communicators, Member

Valley Leadership, Leadership Institute Class 30