

CHRISTINA LEADMAN RYMER

Communications & Media Relations Specialist



OBJECTIVE

To excel in a position that will utilize my experience in communications, media relations, and project management.

SKILLS

- Strategic Communications
- Executive Communications
- Project Management
- Budget Management
- Media Relations
- Public Relations
- Marketing Strategy
- Event Planning
- Public Speaking
- Social Media Marketing
- Fundraising Management
- Web Content Management (Kentico, WordPress)
- Vocus GR Software

EDUCATION

Bachelor of Science

Journalism & Broadcast News
West Virginia University
Class of 2001

CONTACT

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WORK EXPERIENCE

In my 20+ years working in communications, I have been responsible for managing and conveying comprehensive communication plans utilizing many media outlets. I rely on my strong project management and leadership skills to ensure timely, positive outcomes to organizational goals. I have directed both internal and external communication initiatives designed to engage employees, public audiences, and policymakers.

Director of Communications April 2023 – March 2024

John Ritter Foundation for Aortic Health, Los Angeles, CA (Remote)

- Served as primary contact for all media inquiries
- Responsible for the development of national satellite media tour
- Developed press releases and PSAs for all events
- Directed all internal and external communications
- Directed media efforts and planning for fundraising events and activities
- Project manager for the development of a new mission-driven website
- Responsible for the development and posting of all social media
- Organized activities for Aortic Dissection Awareness Week
- Created a fundraising toolkit to enhance fundraising efforts
- Project manager in the creation of annual reports
- Developed monthly newsletters distributed by mass mail to all supporters

Director of Communications & Grassroots Advocacy

October 2005 – October 2022

West Virginia Hospital Association, Charleston, WV

- Directed all internal and external communications
- Promoted member hospitals utilizing a comprehensive communications plan
- Conducted ongoing communication audits and assessments
- Directed branding efforts to ensure reputation and personality
- Organized all media campaigns
- Served as primary contact for all media inquiries
- Corresponded with media entities and vendors to identify promotional opportunities
- Managed accounts, department goals, and budgets
- Served as primary coordinator of website and social media platforms
- Organized all virtual and in-person activities for Legislative Advocacy Week
- Facilitated fundraising activities for political action committee
- Coordinated required compliance with both federal and state agencies

Human Resources & Marketing Director

June 2002 – Sept 2005

Elite Health Care, Inc., Nitro, WV

- Arranged and conducted prospective employee interviews
- Acted as a liaison to employees for agency owners and administrator
- Maintained employee files in compliance with state and federal regulations
- Responsible for marketing company services in 13 West Virginia counties
- Directed new marketing awareness campaign