

## COMPETENCIES

### MARKETING

Brand management • Connection planning • Content marketing • Data analysis • Demand generation • Integrated marketing • Partnership marketing • Promotional planning • Program research and evaluation

### PUBLIC RELATIONS

Change communications • Corporate communications • Crisis communications • Internal communications • Marketing communications • Media and spokesperson training • Media relations • Public affairs • Reputation management • Risk management

### SOCIAL MEDIA

Community management • Social media marketing

### OTHER

Performance enablement • Project management

## ACCOMPLISHMENTS

**Chapter Champion, Public Relations Society of America, Georgia Chapter, September 2021**

**2021 Crisis Management Award, Issued by PRNEWS to the Red Cross Communications team, April 2021**

**2021 Nonprofit Team of the Year, Issued by PRNEWS to the Red Cross Communications team, April 2021**

**Silver Telly Award, Branded Content: Not-for-profit, "Stephenie Beat Cancer With Help From Generous Donors," 2020**

**Forty Under 40, Public Relations Society of America, Georgia Chapter, 2019**

**Top 10 Young Professionals, Douglas County Chamber of Commerce, 2012**

**Leadership Douglas Class of 2012, Douglas County Chamber of Commerce, 2011**

## CERTIFICATIONS

**Accreditation in Public Relations, Universal Accreditation Board, November 2018, Renewed 2021**

# APRIL M. PHILLIPS, APR

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*A passionate leader with the audacity to believe that strategic communications and marketing can change people's lives and improve healthcare access for patients – and the expertise to make it happen through effective large-scale national integrated marketing campaigns, communications programs and partnered initiatives that achieve desired business outcomes.*

## CAREER HIGHLIGHTS

- Increased blood donation appointment creation by 166K in a single month and 12.4% over two months via strategic integrated marketing and communications, effectively ending the worst Red Cross blood shortage this century.
- Strong leader who has coached and empowered virtual marketing and communications teams (6-8 people) since 2014, maintaining high employee engagement and retention rates.
- Served on project team that integrated 100+ communicators across 35 Biomedical Services and 50 Humanitarian Services regions into single, regional communications teams – restructuring position functions and redefining roles, responsibilities, and scope of work.
- Initiated first-ever standard control group process to better understand the potential impact of marketing promotions and partnerships, inform future campaign planning, and make sound decisions around our \$13 million marketing and communications planning budget.

## PROFESSIONAL EXPERIENCE

**AMERICAN RED CROSS, NATIONAL BIOMEDICAL SERVICES**, Remote  
April 2014-present

**Marketing and Communications Planning Director**, January 2021-present

*Lead national donor marketing and public relations strategy, planning and development with an emphasis on demand generation, event marketing, media relations, promotional planning and social media strategy. Provide counsel to senior leadership and other departments in marketing and communication strategy, reputation management, partnership development, competitive approaches, and relevant regulatory issues.*

- Exceeded appointment creation targets in FY22, with **6.17M total appointments** created through marketing- and public relations-driven channels.
- Established a robust 12-month marketing and communications planning process that has realized a **34.8%** appointment creation lift and **26%** donation lift in measured programs.
- Grew earned media clips around Biomedical Services topics by **46.94%** in FY22.
- Selected for the Leadership Education and Development Program (LEAD) program – a competitive, enterprisewide program designed for high-performing, high-potential employees.

**Communications Director**, November 2015-January 2021

*Led national public relations planning with an emphasis on marketing communications, media relations, social media, partnership development and internal communications.*

- Increased by **7.57%** the number of new blood donors who gave during summer 2017 compared to summer 2016, despite the overall donor base decreasing by 1.52%, largely through media relations and digital marketing.

**Communications Programs Director**, April 2014-November 2015

*Led national public relations planning with an emphasis on marketing communications, media relations, social media, partnership development and internal communications.*

- Launched American Red Cross Blood Donor App, which now has **over 4.5 million downloads** and provides one-third of scheduled donation appointments. (Nov. 2, 2021)
- Developed standard processes and procedures for the newly functionalized field communications department, which enabled communicators to work more efficiently with better clarity around roles and expectations.

## EDUCATION

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**Bachelor of Arts in Communication Arts with specialization in Public Relations**, University of West Florida

**Associate of Arts in General Studies**, Pensacola State College

## PROFESSIONAL MEMBERSHIPS

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**Association of National Advertisers**, 2021-present

**American Marketing Association, Atlanta Chapter**, 2020-present

**Public Relations Society of America**, 2003-present  
PRSA Georgia, Accreditation Board liaison, 2023  
Committee co-chair, 2021, 2022  
PRSA Georgia, Membership Committee co-chair, 2018, 2019  
PRSA Georgia, Nonprofit SIG Committee co-chair, 2016, 2017

## VOLUNTEERING

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**Journal of Emerging Investigators**, Board member, 2020-present

**Junior League of Cobb-Marietta**, 2015-present  
Public Relations Committee chair, 2016-2017

**Community Consulting Teams Atlanta**, Team lead, 2015-2016

**Douglas County Cultural Arts Council**, Board member, 2012-2014

## PROFESSIONAL EXPERIENCE (continued)

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**AMERICAN RED CROSS, SOUTHEAST BLOOD SERVICES DIVISION**, Douglasville, Ga.  
January 2012-April 2014

**Division Communications Director**, July 2012-April 2014

*Promoted from division manager to division director to lead the division's first integrated communications team. Developed division internal and external communications strategy. Created speeches and other communications for division vice president and senior leadership.*

- Selected to serve on a project team that successfully restructured the Biomedical Services communications department, leading to a single national communications team consisting of 40 communicators supporting 35 Biomedical Services regions.

## ADDITIONAL PROFESSIONAL EXPERIENCE

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**American Red Cross, Southeast Blood Services Division**, Douglasville, Ga.  
Division Communications Manager, January 2012-July 2012

**American Red Cross, Southern Blood Services Region**, Douglasville, Ga.  
Regional Communications Program Manager, April 2011-January 2012

- Developed first-ever social media processes, best practices and content calendar for the Southeast Blood Services Division to optimize Twitter and Facebook use across the division.

Regional Communications Associate, September 2007-April 2011

- Selected to work on national digital and social engagement project team to address and overcome regulatory challenges and officially launch a Biomedical Services presence on Facebook and Twitter.

**Big Brothers Big Sisters of Northwest Florida**, Pensacola, Fla.  
Marketing and Fund Development Coordinator, May 2006-September 2007

**Society of Environmental Toxicology and Chemistry**, Pensacola, Fla.  
Marketing Communications Coordinator, June 2003-April 2006