



Stanford Clark

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Profile

Experienced internal communications manager and creative content developer. Expert with people, technology, and strategy. Strong desire to create positive corporate culture and employee effectiveness through excellent use of communications.

Experience

MEDIA AND COMMUNICATIONS MANAGER/SR. ANALYST, HOMER WARNER CENTER, INTERMOUNTAIN HEALTHCARE — 2012–PRESENT

Serve as managing editor and content creator for specialized medical research team. Manage all publications and team blog. Create content for and manage team website. Develop internal and external communication campaigns. Design and create presentations. Maintain archive of team's history, research, and outreach. Collaborate with Mayo Clinic, Kaiser Permanente, and other healthcare organizations on communication projects. Manage multiple projects simultaneously. Provide outstanding customer service.

COMMUNICATIONS MANAGER, INTERMOUNTAIN HEALTHCARE — 2006-2011

Created, implemented and managed internal communication campaigns for management and employees. Wrote, edited, formatted, produced, and distributed all corporate communication deliverables, including newsletters, flyers, posters, web content, videos, meeting presentations and talking points. Developed social media initiatives. Managed employee websites. Provided communications consulting for multiple internal teams. Collaborated with Intermountain's external media team. Planned and executed events, including conferences, trade show booths and employee meetings. Consulted and worked effectively with all levels of employees, including senior management, doctors, nurses and information technology staff. Wrote applications and essays for corporate, management and employee recognition awards. Coordinated with Intermountain's advertising agency, outside vendors and consultants on multiple projects and deliverables. Provided outstanding service to all internal and external customers. Managed multiple projects simultaneously. Served as communications liaison and consultant for Intermountain's software development alliance with GE Healthcare.

SENIOR WRITER, INTERMOUNTAIN HEALTHCARE — 2005

Wrote, edited, formatted and produced internal communications and newsletter articles. Managed projects for internal communication initiatives and software documentation. Worked with senior management on multiple communication campaigns and deliverables. Wrote software documentation for clinical information system applications. Created training materials, including user manuals, quick reference cards and online help files. Developed interactive online product demonstration solutions for clinical staff and prospective customers. Wrote multiple award applications for management and employee recognition awards.

WRITER (CONTRACTOR), LANDESK — 2004

Wrote technical specifications documentation. Conducted research for documentation projects. Coordinated work with cross-functional teams. Worked closely with senior project management, senior software designers and all members of software development team.

Experience, Continued

WRITER, NOVELL — 1993-2000; 2001-2004

Wrote technical manuals, white papers, articles and internal communications. Worked on cross-functional teams with software engineering, marketing, software testing and product operations to develop award-winning software products and solutions. Participated as a member of core leadership teams on multiple product lines, including Novell Directory Services/eDirectory, Novell eGuide, NetWare Client, NetWare and Open Enterprise Server. Served as project manager for multiple software documentation projects; responsible for schedule, scope and resources for large, medium and small projects; teams ranged from 30 to three people. Supervised all aspects of documentation deliverables, including writing, interface design, usability testing, localization/translation and production. Negotiated with multiple groups on software and documentation content and functionality. Served as the customer/user advocate. Closely participated in customer beta testing and feedback of software and documentation. Managed internal team communications website. Wrote computer software user manuals in printed, HTML and PDF formats. Demonstrated software products and met with customers at multiple industry trade shows across the United States. Awarded Novell Employee of the Month in 1995 for project management efforts on NetWare Client project. Received multiple awards from the Society of Technical Communications for work on NetWare Client and Novell Directory Services/eDirectory documentation.

WRITER, 3COM CORPORATION — 2001

Planned and supervised multiple writing projects. Wrote computer software documentation. Worked with vendors on documentation projects. Worked for organization for five months; was part of a workforce layoff of over 5,000 employees.

TRAINING SPECIALIST/HUMAN RESOURCES GENERALIST, AMERICAN EXPRESS — 1990-1993

Wrote, designed and implemented employee training programs for American Express Card and Travelers Cheque products. Developed training and employee communications for over 2,000 associate (non-salary) employees. Taught multi-day training courses for management, associate and newly hired employees. Courses included job-specific functions and duties, customer service skills, writing and communication skills. Wrote and edited procedures documentation. Designed and implemented an open communication performance management system for all associate employees and their managers. Won "Outstanding Quality Award" from American Express CEO for work on "Team-Based Problem Solving" course curriculum and implementation.

CUSTOMER SERVICE TRAINER/REPRESENTATIVE, FRANKLINCOVEY (FORMERLY THE FRANKLIN INSTITUTE) — 1988-1990

Developed customer service training curriculum and procedures manuals for customer service department. "Excellence in Customer Service" course was selected to be part of mandatory employee and new-hire curriculum. Worked as customer service representative; provided outstanding customer service to Franklin Day Planner customers.

VOLUNTEER REPRESENTATIVE, ITALY ROME MISSION, THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS — 1984-1986

Presented personal and family improvement concepts to people residing in central Italy. Supervised volunteer staff of 20. Managed office staff of six. Still remain fluent in Italian.

Education

University of Utah, Salt Lake City, UT — B.A., English

Skills and Interests

Excellent written and verbal communication skills. Outstanding interpersonal skills. Strong team player. Excellent training and instructional design skills. Excellent project management skills. Outstanding technical skills. Expert in Adobe Creative Suite and Microsoft Office. Strong experience with Microsoft SharePoint and Sitecore web content management systems. Highly proficient with Microsoft Windows and Mac OS; experience with Linux operating systems. Love spending time with family and friends. Enjoy movies, reading, music, baseball, and travel. Current member of the Mormon Tabernacle Choir. Current member of The Recording Academy.