

Elizabeth Nicole Anderson

Relocated to Charlotte, North Carolina

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EDUCATION

University of North Carolina at Chapel Hill Dec. 2023

Hussman School of Journalism and Media

M.A. Mass Communications with a focus on strategic communications

University of North Carolina at Chapel Hill May 2022

College of Arts and Science

B.A. with Distinction in Interpersonal Communications and Environmental Studies

PROFESSIONAL EXPERIENCE

Holy Cross Health Foundation – Fort Lauderdale, FL July 2024 – March 2026

Senior Development Coordinator

- Processed \$10M+ in charitable contributions annually and maintained donor database integrity
- Co-developed a branded grateful patient program, establishing referral workflows and physician engagement tools that drove 103% growth in unique tribute gifts (80 to 163) within six months
- Produced event-specific communications, including scripts, press releases, and social media content
- Managed vendor coordination, expense tracking, supply ordering, and departmental organization
- Partnered with leadership to support fundraising initiatives and operational functions

Broward Health – Fort Lauderdale, FL Nov. 2023 – July 2024

Community Relations Coordinator

- Planned and executed county-wide community events, fostering engagement across Broward County
- Expanded and diversified the hospital's community network to broaden organizational outreach
- Monitored community relations activity effectiveness and adapted strategies to optimize outcomes
- Authored comprehensive reports to streamline operations and year-end reporting
- Managed event tracking, sponsorship agreements, and promotional inventory

The Carolina Center for Healthy Work Design – Chapel Hill, NC Dec. 2022 – Nov. 2023

Communications Specialist

- Developed short and long-term strategic communications plans for the research center
- Utilized design tools to implement consistent branding across internal and external channels
- Created and distributed brand templates, newsletters, and any communications-related documents
- Constructed co-branded communications materials for our partnered organizations

Align Technology – Morrisville, NC July 2021 – March 2023

iTero Marketing

- Developed professional marketing content for North American customer segments
- Built and executed campaign strategies for new products and software integrations
- Coordinated with contracted advertising agencies and internal creative teams
- Conducted research and built a competitive strategy for the North American marketing team
- Collaborated closely with key stakeholders, including sales, legal, branding, and broader marketing

LEADERSHIP & COMMUNITY ENGAGEMENT

Emerge Broward – Fort Lauderdale, FL Nov. 2024 – March 2026

- Served as PR Co-Chair and developed strategies to promote programs and member retention
- Created onboarding and transition resources to streamline leadership handoffs and continuity
- Contributed to professional development and community engagement initiatives

Women Leading Broward – Fort Lauderdale, FL Dec. 2024 – May 2025

- Completed a competitive leadership program, strengthening cross-industry collaboration
- Built strategic relationships with emerging and senior leaders in Broward County

CO-OP EXPERIENCE

NHL Nashville Predators – Nashville, TN Aug. 2022 – Dec. 2022

- Conducted primary and secondary research on current and potential consumers
- Developed and pitched a public relations campaign to reach untapped consumer segments

Arts Together – Raleigh, NC Jan. 2022 – May 2022

- Audited the current communications efforts and executed a branding campaign for the organization
- Developed consistent branding and messaging strategies during internal leadership change
- Utilized design tools to build a suite of digital content to support cross-channel communications

Yale Program on Climate Change Communication – New Haven, CT Aug. 2021 – Dec. 2021
Yale School of the Environment

- Researched consumer segments
- Developed branding and content marketing to better implement environmental communications
- Audited the scope of the organization and designed short-term and long-term marketing plans

Kids Voting Durham – Durham, NC Jan. 2020 – May 2020

- Conducted a communication audit
- Developed a client portfolio consisting of a SWOT analysis, public relations plan, news releases, public service announcements, and social media calendar with content

PROFICIENT SKILLS

Cision | Adobe Creative Suite | Microsoft Suite | Qualtrics | WordPress | Python | MailChimp | Later | CITI Program certification in human research | Marketing research and analytics | Data visualization | Email marketing | Monday | Copywriting | Blackbaud | SundaySky | JotForm