

William Nicholas Stavru

213-268-5583 * wstavru@gmail.com * billstavru.com * LinkedIn: Bill Stavru

Skilled at creating effective strategic marketing communications plans, messaging strategies, and compelling campaigns; nimble at working across audiences (internal, B2C, B2B) and channels (digital, broadcast, print). Excels at simplifying complex information, using data to develop a compelling story, working in highly matrixed organizations, and managing a team.

Experience

Blue Shield of California, San Francisco Content Marketing Manager

July 2017–present

Create multimedia content to market Blue Shield's health care coverage and capabilities to mid-size, large, and jumbo customers. Lead content strategy and messaging development in collaboration with Sales and Account Management and program managers.

- Project/content strategy lead on building out Blue Shield's newest and most sophisticated experiential marketing project, the Customer Experience Center, which showcases our mission, capabilities, and innovations to premier multistate accounts; direct agency on creation of storytelling framework and digital content displayed across large touch screens; collaborate with internal teams and vendors to design branded physical environment.

Cutera Inc. (Face and Body Aesthetic Solutions), Brisbane, Calif. Marketing/Content Consultant (contractor)

April 2017–Sept 2017

Consultant to VP of global marketing and team; developed marketing plan, consulted on rebranding initiative, produced content for marketing collateral used in global marketing/sales efforts, which included white papers and marketing kits.

Stormont-Vail HealthCare System, Topeka, Kans. Marketing Communications/Advertising Consultant (contractor)

March 2017–August 2017

Consultant to marketing director; developed creative strategy and content for consumer marketing collateral and ad campaigns for community hospital system and medical group practice.

Kaiser Permanente Health Plan, Oakland, Calif. Communications Manager (contractor)

June 2016–February 2017

Developed strategic communications plan, stakeholder engagement strategies, and communications projects to inform stakeholders/internal audiences about enterprise-wide initiative aimed at improving members' financial experience.

- Developed and managed content for program SharePoint site to inform and engage internal stakeholders. Result: more robust digital presence that now offers a broad range of dynamic content for stakeholders.
- Managed planning and execution of two-day program summit. Result: event drew 120+ participants, including senior leaders from across the organization, and received excellent feedback from attendees.

Corporation Service Company, Wilmington, Del. Marketing Manager

October 2015–June 2016

Produced 50+ RFPs for the company's corporate/legal services and digital brand services divisions; led kick-off meetings, wrote and managed content, collaborated with SMEs to position and maintain database content, served as editor for in-house content team on collateral and digital content.

- Updated and improved +200 records, streamlined content development process. Result: greater internal client satisfaction with RFP process, increased RFP scores.

Kaiser Permanente Health Plan, Pasadena, Calif. Communications Consultant (contractor)

February 2015–January 2016

Planned and supported communication efforts to announce launch of KP's medical school.

- Developed strategic communication plan, stakeholder engagement strategy, and internal communications. Result: laid groundwork for communication strategy to ensure full stakeholder support of medical school.
- Edited business case documents for review by the health plan's board of directors. Result: more concise, compelling documents to ensure board approval and funding of medical school.

Bard College, Annandale-on-Hudson, N.Y.

September 2012–June 2014

Manager, Institutional Support for the Bard Early Colleges

Generated development/marketing strategy and messaging to effectively position alternative education program with

prospective funders and grant makers.

- Created briefings, correspondence, promo materials, reports, budgets, full proposals, and other development communications; wrote award-winning feature articles for college alumni magazine. Result: grant proposal success rate of 25%, increased donations from alumni.

Grant and Development Writer

Identified foundation and grant prospects; cultivated, stewarded, and solicited corporate, foundation, and government donors. Created promo materials, reports, full proposals, and other marketing and development communications.

Kaiser Permanente Health Plan, Burbank, Calif.

1998–June 2010

Senior Manager—Creative Services, Business Marketing Communications

Promoted to creative director of team of 25+ that produced advertising (print/radio), marketing collateral, RFP content, digital content, presentations, and sales support tools. Developed marketing plans and creative strategies, edited and reviewed all project content for the department, represented department on cross-functional strategy groups.

- Rebranded all B2B communications and marketing tools; produced new collateral formats (product portfolios, white papers, standardized ad solutions) and promotional campaigns. Result: more sales support tools to promote KP value, strengthened relationships between account managers and customers, improved perceptions of KP in the market, as measured in the organization's Brand Strength Monitor (measures customer attitudes/awareness) and by in-person feedback received at broker advisory council meetings.
- Directed content development for RFPs, resulting in more data-driven messaging. Result: higher RFP scores and more wins from RFPs.
- Managed hiring and review processes for my unit; developed curricula for and led copy-training workshops to enhance staff expertise and skills. Result: stronger content developed by various content teams.

Associate Creative Director, Business Marketing Communications

Established and managed first B2B marketing creative group; recruited, selected, and developed staff of 20+.

- Developed new brand approach to all B2B marketing collateral for all lines of business, including new identity systems. Result: consistent brand identity; greater alignment with KP master brand; increased awareness of KP value to business customers.
- Provided strategic and tactical direction for 1,000+ projects annually to ensure brand integrity and business results. Result: improved relationships with brokers/consultants through increased sales support and customer penetration in targeted markets.
- Developed intake and production processes. Result: more efficient use of limited resources.

Project Manager, Business Marketing Communications

Managed B2B marketing projects aimed at brokers and large customers.

- Developed marketing/communication strategies, content, and tactics; collaborated with designers and vendors.
- Created and managed project schedules and budgets.

B2C/B2B Senior Writer, Member and Marketing Communications

Developed content for more than 1,000 consumer marketing projects annually, including newsletters and ads.

Education

- M.A., urban affairs/public policy, University of Delaware School of Public Policy and Administration, Newark, Del.
- B.A., literature, Bard College, Annandale-on-Hudson, N.Y.

Professional Awards

- Two Gold Awards (advertising campaign, community relations campaign) and Four Honorable Mentions (advertising, collateral, writing), Healthcare Public Relations and Marketing Association's 50th Anniversary event, The 2007 Golden Advocate Awards (B2B creative director, Kaiser Permanente)
- Two Gold Awards, Three Silver Awards, and One Merit Award for collateral and advertising, 26th Annual Healthcare Marketing Advertising Awards, (B2C writer, Kaiser Permanente)