

Jeanie Lunsford-Batson

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Communications Professional

Creative, energetic professional with experience in all aspects of communications. Extensive hands-on and leadership experience in strategic brand management, media relations, creative content development and corporate messaging. Ability to excel in a fast-paced, dynamic environment, combined with an empathetic, people-oriented management style.

Abilities

Create new communications departments
Media relations
Corporate and crisis communications
Advertising, compliance & educational outreach
Lead culturally diverse staff, customer & partner communications

Brand research & strategic planning
Develop & manage brand
Identify & reach multiple audiences
Manage creation of websites & social media
Develop and oversee creation of print, digital & graphic content
Manage staff & major initiatives

Professional Experience

Senior Communications Manager, CareOregon, Portland, OR (2005-2018)

Rebuilt a previously defunct department from the ground up. Formed a successful team specializing in member, provider, staff and media communications that helped the organization become known nationally and internationally as one of the most innovative Medicaid health plans.

Highlights:

- Tracked 178 corporate media touches in 2017
- Helped develop and sustain a successful brand for CareOregon as it grew from 125,000 to 275,000 members and from one to nine lines of business
- Provided messaging for all stakeholders during the emergency transition of 80,000 Oregon Health Plan members in 2018
- Led the communications efforts for multiple Coordinated Care Organizations
- Led the effort to create a Digital Marketing function (created four websites in two months and created the social media program for CareOregon and Jackson Care Connect)
- Conducted a Greenbelt Lean effort to improve the advertising process for the Medicare plans
- The Communications team successfully nominated CareOregon as 100 Best Nonprofits 2016; Top Workplaces 2016 & 2017
- Served as Oregon Health Authority's Chair for Member Engagement and Outreach for five years

Communications Manager, Qmedtrix, Portland, OR (2003-2005)

Formed Qmedtrix's first communications department to strengthen its reputation as a health care reformer and an economically astute tech company. Focused on external and internal communications, developed a corporate image development program for marketing and communications materials, oversaw the development of print, web and video productions. Served on the company's professional development internal university team, helped with curriculum design, implementation, publicity and instruction.

Highlights:

- Helped Qmedtrix gain recognition as—
- OEF Growth Company of the Year

- The Better Business Bureau's 2004 Company of the Year
- The American Business Awards Product Development Team of the Year
- Ernst & Young's Northwest Entrepreneur of the Year for Health Care
- One of the *Business Journal's* Top 100 Privately Owned Companies of the Year and Top 50 Technology Companies of the Year
- Deloitte & Touche's Top 50 Tech Companies of the Year

Communications Director, Moss Point Schools, Moss Point, MS (1996-2003)

Created the district's first communications department and supervised communications and print room staff, and student interns. Focused on media, internal and external communications, crisis communications, events planning and community relations.

Highlights:

- Created media program resulting in major press response (averaging 8 placements per week) and a positive shift in perception by the local community
- Served on leadership team for 5-year strategic plan
- Taught principle-centered leadership
- Taught volunteer art classes for alternative school students

Public Relations/Communications Director, Bulloch County School System, Statesboro, GA (1994-1995)

Led the communications department for the geographically largest school district in Georgia. Provided public relations, public affairs and communications support for all schools and central office departments.

Highlights:

- Organized a media program that resulted in an average of six successful media placements a week
- Served as crisis communications and general public relations advisor to superintendent of schools
- Managed print and electronic media relations, community relations and publications
- Served as conduit for volunteer steering committee and advertising agency for \$24-million bond referendum
- Acted as mentor for five university PR interns

Volunteer Experience

Volunteerism is important to me. Recent experiences include 5 years as chair, Oregon Health Authority Member Engagement & Outreach Committee; stints on the OHA Coordinated Care Organizations Committee (co-chair), OHA Standard Committee, OHA Healthy Kids Committee; and several years volunteering with Street Roots.

Among others, past experiences include the founding board, Habitat for Humanity, Jackson Co., MS; several years with Meals on Wheels in Calif.; and a wide variety of community, charity and public relations organizations.

Education

- M.A., Literature & Film Studies, Claremont Graduate University, Claremont, CA
- B.A., English Literature, Scripps College, Claremont, CA
- Professional education, including Lean Greenbelt, Social Media Marketing, Web Design and Neighborhood Leadership Academy