

Sharon M. Cohen

Alexandria, VA

sharoncohen04@gmail.com sharonmcohen.com

Career Summary

- Mission-driven communications strategist with journalism background
- Creative and detail-oriented writer and editor skilled at project management
- Experience creating, editing, and distributing content, including magazines, newsletters, blogs, news releases, C-suite communications, social media posts
- Lead strategist and team member on public relations and public affairs campaigns
- Enjoy working with media to share positive stories and thought leadership

SUNRISE SENIOR LIVING

Senior Director of External Communications, September 2022 – March 2023

- Media relations contact for 30,000 employee senior living provider with 270+ communities, including crisis communications for national brand, communities.
- Responsible for brand activation for national public relations campaigns.
- Wrote public relations materials for senior leaders, including talking points for conferences, events, and media interviews. Building speakers bureau.
- Created and edited social media content, blog, press releases, and web content.

HEALTH INDUSTRY DISTRIBUTORS ASSOCIATION

Director of Communications, February 2019 – September 2022

- Served as editor and project manager for communications deliverables, including member magazine, e-newsletters, news releases, and web content.
- Created and edited educational materials for industry stakeholders and media, including white papers, infographics, and other thought leadership.
- Key team member of public relations campaigns designed to build trust among industry stakeholders, policymakers, and media.
- Conducted proactive media engagement, including preparing executives for media interviews. Spoke with nearly 100 journalists during pandemic.

ARGENTUM

Senior Manager of Programs & Research, January 2017 – February 2019

Associate Director of Communications, October 2013 – January 2016

- Developed communications strategies for national nonprofit association advocating for older adults and the senior living industry.

- Headed national brand and workforce campaigns by sharing positive stories.
- Redesigned, edited member magazine. Launched, edited research journal.
- Managed weekly member newsletter, social media. Wrote congressional testimony, news releases, executive speeches, reports, and white papers.

PATCH MEDIA, AN AOL COMPANY

Community Engagement Specialist, January 2013 – October 2013

Editor, September 2010 – October 2013

- Worked closely with regional city governments, businesses, first responders, educators, nonprofit organizations, and others to report on local issues.

FREELANCE BUSINESS JOURNALIST

Contributing Writer, May 2009 – October 2013

- Wrote how-to stories, interviews, feature articles and case studies for media such as CNNMoney.com, WashingtonPost.com, NewYorkTimes.com.

WASHINGTONPOST.COM

Contributing Staff Writer, July 2007 – May 2009

Contributing Editor in Business and Politics sections, January 2007 – July 2007

- Planned content, interviewed experts, and wrote daily online business news blog for small businesses and entrepreneurs. Edited business, political, tech blogs.

NATIONAL JOURNAL's TECHNOLOGY DAILY

Editor, January 2000 – November 2006

Managing Editor, December 1998 – January 2000

- Planned publication strategy. Edited daily news and feature stories, generated story ideas and special packages. Supervised assignments for news team.

USATODAY.COM

Assistant Editor, November 1997 – December 1998

- Edited and produced daily operations of online business section.

TELECOMMUNICATIONS REPORTS, MULTIMEDIA DAILY

Editor, March 1995 – November 1997

- Wrote and edited daily publication covering technology and related policy issues.

EDUCATION

Emerson College, B.A., Mass Communication – Journalism