

Joan Lebow

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PROFILE

- **Creative communications strategist, experienced leader**
- **Former *Wall Street Journal* reporter who transitioned to issues-driven PR and relies on facts, clarity, news judgment, and humor to tell compelling stories**
- **Trusted advisor and spokesperson for public officials and C-suite executives running hospitals, companies, cities, schools**
- **Effective manager, team mentor able to rally the artsy and the analytical**
- **Swift to ascend any learning curve to master new subjects, emerging tools**

EXPERTISE

Strategy, message development
Media relations, social media engagement
Crisis planning and response
Digital content marketing, measurement
Government affairs, public policy

Executive and employee communications
Publications, e-news, blogs, video
Written, visual editorial direction
Multi-channel advertising
Departmental management

CORPORATE COMMUNICATIONS

Chief Communications Officer HUNTER COLLEGE – CITY UNIVERSITY OF NEW YORK, NYC 2016

- Directed, organized communications and marketing for City's largest public university, with 23,000+ undergrad/grad students; as consultant to senior leadership, led team handling media relations, digital content and social media, publications, advertising, speechwriting, graphic design, photography

Sr. Director Strategic Marketing, CCO NEW YORK CITY HOUSING AUTHORITY (NYCHA) 2014 - 2015

- Joining Authority as **Chief Communications Officer**, revamped /re-energized NYCHA Communications as new Chair set out to redefine relationships with 600,000 residents, 11,000+ employees, media, community, elected officials
- Established new direction to successfully reverse trend of press negativity toward nation's largest and financially-troubled housing authority through opinion, news coverage, original content; guided crisis response during intense scrutiny from police shooting and child stabbing deaths in public housing
- Led robust department handling media relations, publications, internal/external digital and social, graphics, testimony, speechwriting; liaison to City Hall for mayoral news, crisis communications
- Updated /re-launched NYCHA's resident, staff print and online publications; grew social engagement

Vice President, Corporate Communications AMPLIFY (WIRELESS GENERATION), NYC 2011- 2013

- Directed external/internal communications at fast growing ed-tech start-up, purchased by News Corp.; tackled viral news and crises when company drawn into global debates on data privacy, education reform

Director of Communications/ PR & Marketing ATLANTIC HEALTH, Morristown, NJ 2002 - 2011

- Advanced from PR to senior Marketing Communications role with oversight of a system-wide re-brand, award-winning advertising and collateral, social media and e-news launches, newly organized employee intranet; directed full consumer website rebuild, SEO content development tracking

- Led multi-site communications team to shape image and C-suite messages for billion dollar hospital system with 10,000+ employees that was cited for strong communications when landing on *Fortune's* Top 100 Companies to Work For® list
- Generated new level of national/regional media for 2500-doctor hospital group and expanded online physician referral service for all clinical services, growing patient volume; launched consumer publications
- Managed sensitive topics from serial killer nurse to new hospital construction, community relations

Director of Public Affairs MOUNT SINAI MEDICAL CENTER, NYC 2000 – 2002

- Managed fast-paced PR department for Mount Sinai Hospital and Mount Sinai Medical School to spur exceptionally positive, national and NYC media for hospital programs, ground-breaking medical research; handled difficult news such as healthy liver donor's death, 9/11, Anthrax scare, NYC mayor's cancer care

NYC Press Secretary, OFFICE OF NY STATE COMPTROLLER, H. CARL MCCALL, NYC 1996 - 2000

- Responsible for NYC media for NY State's chief fiscal officer who was sole trustee of NY State's \$115 billion pension fund and the State's highest-ranking Democrat re-elected in 1998 with more votes than all NY candidates for statewide office; spoke on Comptroller's behalf re public finances, NYC economy, audits

Public Relations Director, FRANKFURT BALKIND PARTNERS, NYC 1994 - 1996

- Supervised in-house publicity for communications agency specializing in branding, corporate identity, web design, entertainment marketing; worked with media covering art, design, culture, advertising

Director of Communications, LOCAL INITIATIVES SUPPORT CORPORATION (LISC), NYC 1991 - 1994

- Directed national PR campaign to promote LISC (Ford Foundation spin-off), its 30 field offices nationwide, and community development when this non-profit put \$350 million into distressed urban areas; built awareness for federal Low Income Housing Tax Credit; managed staff and consultants; produced publications, videos, award-winning annual reports

JOURNALISM

Wall Street Journal Staff Reporter on national real estate beat; **Crain's New York Business** Reporter covering fashion industry, NYC economic development. Also published in **The New York Times, New York Daily News, New York Newsday, Associated Press, Cosmopolitan, Harper's Bazaar, House Beautiful, Reader's Digest, Women's Wear Daily, Huffington Post, AARP.org, California Apparel News, United Features Syndicate**

EDUCATION

B.A., English, University of Wisconsin, Madison, WI