

**b o b b i n o d e l l**

communications/storytelling  
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Life-long communicator -- former journalist (MSNBC, Oakland Tribune, L.A. Business Journal) to heading communications at the University of Washington Department of Global Health, and media relations at UW Medicine and the Washington State Nurses Association. Extensive experience with national and local major media outlets. Adept with story telling, messaging, great ideas. Love being part of a team making the world a better place. Teach yoga at the YMCA in West Seattle. My bumper sticker says, "Be the sunshine."

## relevant strengths

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Gifted writer/editor

Former journalist

Health/science expertise

Strategic

Media relations

Univ. of Missouri grad

Photographer

Social media

Emotional intelligence

Social justice lens

## professional experience

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### Washington State Nurses Association, Tukwila

*Marketing and Communications Manager*

2022-2026

- Editor of award-winning Washington Nurse Magazine.
- Editor of internal newsletter.
- Widespread local and national media coverage for members.
- First and second place for best feature in International Labor Communicators Award.

### UW Media Relations, Seattle

2014-2022

- Worked on a team representing 4,000 faculty at the University of Washington School of Medicine.
- Established huge network of local and national reporters; successful in getting op-eds published.
- Worldwide recognition for COVID-19, traumatic brain injury, PTSD, Alzheimer's, STDs, opioids, pain relief, mental health, vision restoration, global health, HIV/AIDS, and more.

### University of Washington Department of Global Health, Seattle

*Communications Manager*

2008-2014

- First communications manager for newly formed Department of Global Health launched with \$30M Gates grant.
- Built communications infrastructure (website, digital strategy, branding, collateral). Launched interactive map of current projects used today and copied by other schools.
- Forged a collaboration with UW Department of Communication and the UWDigital Media program.
- Championed the department's first trivia night, an annual event.
- On start-up team for **Consortium of Universities for Global Health** and directed communications for several conferences.

Also:

- Communications consultant writing more than a dozen grants with infectious disease, public health, and pharmacy researchers applying for funds from NIH, Global Fund, USAID, Puget Sound Partners. Worked at MSNBC, Seattle Times, Oakland Tribune.

## education

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**University of Missouri**, Columbia, Missouri  
*Master of Arts, Journalism*

**Pacific Lutheran University**, Tacoma, Washington  
*Bachelor of Arts, Political Science*

**University of Washington**, Seattle  
*Certificate in Public Relations*

**Rocky Mountain School of Photography (Missoula, Montana) and Photographic Center NW (Seattle)**  
Photography courses

**Academia de Español**, Antigua, Guatemala Intensive  
Spanish

