

### Professional Experience

#### **Chief Health and Nutrition Communications Specialist, Public Relations Consultant**

Wendy H. Weiss, MA, RD - River Vale, NJ; Jun 2004 - present (14 years)

- Working on behalf of dozens of clients, targeting food, nutrition and health professionals, influencers and consumers and delivering on KPI including impressions, media placement, awareness, attendance.
- Specializing in nutritional copy development, always rooted in credible science including key messages, Q&A, online content, pharma collateral, presentations, blog articles, presentations, media materials, fact sheets, infographics, publicity materials, menu and recipe analysis.
- Developing top-notch, professional brand presence including special events; trade show booth and symposia; educational collateral; and influencer and media networking, contact and coordination.
- Clients: Eisai, Muir Glen, Quorn Foods, Zarbee's Naturals, Nestle Health Science, Neptune Wellness Solutions, Konica Minolta, BimboUSA, Merck&Co, Uncle Ben's, Atkins, Almond Board, Canned Food Alliance, Zespri Kiwi, Panera Bread

#### **Co-Author, "The Academy of Nutrition and Dietetics Guide to Nutrition Communications"**

Oct 2017 - present; Anticipated publication date Fall 2019 (1 year)

- Invited to co-author this first textbook for food and nutrition professionals seeking to build knowledge and skills in nutrition communication as well as for future professionals in undergraduate and graduate degree programs

#### **Creative Director, Producer, Broadcast Health Programs**

UP Healthcare, Real Patients Speak - Delray Beach, FL; Mar 2007 - Dec 2010; May 2017 - present (5 years)

- Scripting narrative medical TV and DVD scripts for Broadcast Pharma, Nutrition and Health Segments
- Orchestrating and directing video shoots; on time, on budget through post-production to final footage
- Sample subjects: Oncology, pulmonology, immunology, gastroenterology, health and wellness

#### **Freelance Copywriter**

Creative Circle - Teaneck, NJ; Jan 2018 - present (1 year)

- Prepare professional internal/external documents, web/social/press materials, FAQ, interviews, success profiles

#### **Private Nutrition Counselor, General Practice**

Wendy H. Weiss, MA, RD - River Vale, NJ; Nov 2004 - Jan 2005 (1 year)

- Clinical: pediatric failure to thrive, obesity, food allergies; adult weight loss, diabetes, gestational diabetes

#### **Senior Account Executive**

Ketchum Public Relations - New York, NY; Mar 2000 - Jun 2004 (4 years)

- Managed food and nutrition teams' timelines, budgets, publicity, clients, external vendors, new business opps
- Sample clients: Roche Vitamins, DSM, Quaker Oatmeal, Tropicana, Hershey's Bake Shoppe

#### **Health Communications Specialist**

Rhode Island Department of Health - Providence, RI; May 1999 - Feb 2000 (1 year)

- Social marketing, Division of Family Health; Statewide Hunger, Breastfeeding, Family Planning, WIC Nutrition

#### **Clinical Dietitian, Nutrition Support, Community Nutrition**

Boston Regional Medical Center - Stoneham, MA; Meridian Health System, Brick Township, NJ

Sept 1997 - Feb 1999; Jul 1996 - Aug 1997 (3 years)

- Supported management of weight, disease, healthy pregnancy, eating disorders, gut health; redesigned patient menu, developed patient ed materials; directed enteral/parenteral formulary, calculated nutrition support needs

### Skills

- Food and wellness brand support; menu and recipe analysis
- Public relations programming and execution leveraging credible science and creative ideas (B2B, B2C, Influencers)
- Nutrition and health communications; Scientific translation to lay materials and copywriting
- Microsoft Word, Excel, PowerPoint, Outlook; Nutrition Analysis; Social media platforms

### Education, Affiliations, Certifications

- December 1999: MA in Health Communication, Emerson College + Tufts University, Boston, MA
  - May 1996: BS in Nutrition and Dietetics, University of Delaware, Newark, DE
  - November 1996: Registered Dietitian, Board Certified
  - Affiliations: Commission on Dietetic Registry, Academy of Nutrition and Dietetics, NJ Dietetic Association
  - Memberships: Dietitians in Business and Communications, Nutrition Entrepreneurs, Food and Culinary Professionals
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