

Health Care Advisory Board

Applicant Package - Department of Health Representative

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Term 30 Apr 2025 - 30 Apr 2027

Positions Available 1

Number of applicants in this package 1

- Dixon, Shannon

Name: Dixon, Shannon

Address: 4340 NW 29th ST, Gainesville, 32605

Email: dixonst97@gmail.com

Board Name: Health Care Advisory Board

Primary Phone:

215-436-4138

Please list any civic and professional accomplishments/honors, training or experience related to this appointment::

AWARDS/RECOGNITIONS PR News Impact Communications Award for Public Health & Safety - June 2025 Outstanding Client Work Recognition, ICF — Fall 2024 People and Project Management Essentials — April 2024 CERTIFICATES AND TRAININGS FEMA Public Information Officer Training FEMA Incident Command System Training

Please list any current/previous Advisory Board appointments:

n/a

What Contributions do you feel you could make if you were selected to this board?:

I bring more than nine years of experience in public health communications, strategic messaging, and stakeholder engagement. My background has centered on making complex health care information accessible, inclusive, and actionable for diverse audiences. Having led high-profile initiatives at UF Health and nationally for the Substance Abuse and Mental Health Services Administration's 988 Suicide & Crisis Lifeline, I understand both the clinical and community perspectives necessary to advance health care priorities. On this board, I could contribute in several ways: Strategic Communications & Outreach: Helping ensure the board's recommendations and initiatives are clearly communicated to stakeholders, patients, and the broader community. Community and Stakeholder Engagement: Drawing on my experience building partnerships with federal agencies, nonprofits, and advocacy organizations to strengthen relationships and amplify impact. Crisis & Risk Communications Expertise: Offering insight into how to navigate sensitive health topics, build trust, and respond effectively during emergencies or high-visibility issues. Equity & Access Lens: Bringing a focus on culturally responsive, stigma-free messaging that promotes inclusivity and ensures underrepresented communities are reached. Leadership & Collaboration: Contributing as a team-oriented leader who is skilled at bringing diverse perspectives together and aligning communications with organizational strategy. Overall, I would bring a mix of health communication expertise, a strong understanding of public trust and reputation, and a commitment to advancing equitable access to care—qualities that would support the board's mission and add value to its work.

Please Agree with the following statements:

I understand this application is the property of Alachua County and subject to public records laws. I hereby certify that the statements made on this application are true and correct. I understand that Appointees to advisory board/committees are required to attend scheduled meetings as specified in the "Guidelines for Citizen Advisory Boards and Committees". I understand that some boards and committees require Financial Disclosure (Chapter 112, Florida Statutes) and I am willing to file if required. I affirm that my personal and business (if applicable) affairs within Alachua County are in substantial compliance with all county regulatory and taxing authorities rules and regulations?:

Yes

Note: This question is for the Gainesville-Alachua County Airport Authority Board

Do you currently hold any publicly elected office in the State of Florida?:

No

Note: This question is for the Gainesville-Alachua County Airport Authority Board

Have you, as yourself or as an employee, agent or consultant for another person or legal entity, transacted business with the authority within the last 3 years?:

No

I do hereby attest that, to the best of my knowledge and belief:

1. I have maintained good moral character throughout my personal and professional life.
2. I have not engaged in any conduct or behavior that would reflect adversely on my honesty, integrity, or ethical standards.
3. I have not been convicted of any felony or misdemeanor involving dishonesty, fraud, or moral turpitude.
4. I have adhered to all applicable laws and regulations in my personal and professional dealings.
5. I strive to uphold the principles of fairness, respect, and responsibility in all my interactions.:

Yes

Time of Submission: 08/28/25 4:16:32 PM

Attachments

- Public Health Communications Resume.docx (1).pdf

SHANNON DIXON

Gainesville, FL | 215 – 436 – 4138 | Dixonst97@gmail.com

www.HorseshoeCreativeStudio.com

PROFESSIONAL SUMMARY

Award-winning communications leader with 9+ years' experience in editorial management, public health communication, and multi-platform content strategy and campaign management. Expertise in partnership development, stakeholder engagement, message development, brand positioning, and audience outreach. Skilled in creating clear, inclusive, and impact-driven messaging across digital, print, and broadcast platforms.

SKILLS

Strategic Communications Leadership | Media Relations & Publicity | Editorial and Campaign Management | Stakeholder Engagement & Partnership Development | Content & Messaging Strategy | Brand and Tone | Audience Growth

EXPERIENCE

Strategic Communications Manager, UF Health

June 2025 - Present

- Leads **strategic communications planning** and execution for high-profile internal initiatives, campaigns, and organizational priorities across UF Health's clinical and academic enterprise.
- Leads **editorial strategy and calendar**, sourcing content, managing writers, and ensuring clarity, accuracy, and brand consistency.
- Serves as **primary communicator and strategic communications** lead for the CEO and executive leadership team, advising on messaging and coordinating outreach.
- **Serves as primary editor and content strategist** for internal and external communications, ensuring consistency, accuracy, and alignment with UF Health's voice and style standards.
- **Manages core internal communications channels and tools**, including print and digital newsletters, intranet content, and homepage features for multiple business units.
- Provides **communications counsel** to executive and department leaders, developing messaging that advances strategic goals and enhances the organization's reputation.
- **Leads risk and crisis communications efforts** for the clinical system, including response planning and messaging for hurricanes, mass tragic events, and other emergencies affecting hospitals and staff.
- **Supervises communications junior staff**, providing editorial guidance and project oversight.
- Oversees **planning and delivery of communications** for issues management, crises, and emergency response; serves as internal lead in the director's absence during PIO activations.
- **Partners with media relations and social media teams** to identify and promote stories that enhance UF Health's brand and garner positive media coverage.
- **Uses project management tools and analytics** to streamline communications workflows and track performance and engagement.
- Maintains **responsibility for content planning**, audience targeting, and message development for systemwide business communications projects.
- **Serves as acting team lead in the director's absence**; provides day-to-day management and guidance to the strategic communications team.

Senior Communications Specialist, ICF International/Next

Nov. 2023 - Apr. 2025

- **Led national communications efforts for the Substance Abuse and Mental Health Services Administration (SAMHSA) and the 988 Suicide & Crisis Lifeline**, increasing public awareness by 7% and driving engagement through targeted **messaging and crisis response initiatives**.
- **Managed proactive media relations** and real-time monitoring to secure coverage, track sentiment, and inform strategy—driving 465 national placements and 132 million impressions.
- **Built and maintained strategic partnerships** with federal agencies, advocacy organizations, and local stakeholders, expanding crisis care access and supporting culturally responsive outreach to promote mental health support.

- **Directed multi-platform public health campaigns** (digital, print, broadcast, and social media), **reaching over 16 million people** and managing a **\$5M budget** to reduce stigma and drive behavior change.
- **Secured 465 national media placements** through Satellite and Radio Media Tours (SMT/RMT), featuring 988 leadership and federal representatives, **reaching 132 million people**.
- **Led a six-state, seven-city 988 roadshow**, generating **132 million earned media impressions, engaging 600 in-person attendees, and 3,200 virtual participants**.
- Authored and implemented **crisis communications and risk management strategies** to monitor public sentiment, shape narratives, and mitigate reputational risks during high-visibility events.
- Created communications and creative materials (speeches, press releases, talking points, and digital content) to support national campaigns and increase audience engagement.
- Managed national event strategies for initiatives like 988 Day and Suicide Prevention Month, driving a **30% increase in public participation** and strengthening community engagement at local and national levels.
- Contributed to federal proposal development by shaping strategic messaging for funding submissions, resulting in **\$500 million secured** to support mental health initiatives and business development efforts.

Digital Communications Associate, The Motherhood Center

Dec. 2019 - Nov. 2023

- **Led** social media strategy and digital engagement, increasing **social media followers by 25%** and engagement by **30%** through targeted campaigns and content development.
- **Developed and managed** digital content strategy, including website management, social media posts, and email newsletters, optimizing brand visibility and driving **traffic by 40%** across digital platforms.
- **Built and nurtured** strategic media and brand partnerships with **The New York Times, The Today Show, and influencers**, resulting in **8+ media placements** and expanding brand awareness by **20%**.
- **Coordinated** internal and external communications, including social media content, digital advertising, and email marketing, to enhance overall program visibility and participation in online communities.
- **Optimized** digital advertising strategies, increasing click-through rates (CTR) by **12%** and driving targeted traffic to program pages, improving lead generation by **10%**.

Communications Manager, Zaya Care

May 2020 - Oct. 2021

- **Developed and executed high-impact PR materials** (press releases, pitches, articles, talking points, newsletters) to elevate media coverage and brand visibility.
- Crafted integrated **marketing strategies** that combined creative messaging and visual design to boost brand recognition and digital reach.
- Led **brand and marketing initiatives** aligned with business goals, increasing engagement across social, web, and email platforms.
- Managed editorial calendar and content production, improving delivery timelines and strengthening media relations outcomes.

Chief Communications Officer, Horseshoe Creative Studio

Mar. 2020 - Present

- **Secured and managed 5-6 client contracts**, delivering tailored communication strategies and marketing solutions to organizations, leading to measurable improvements in client satisfaction and retention.
- **Crafted strategic communications plans** that increased brand visibility and engagement, helping clients grow their digital presence by an average of 20% across social media and websites.
- **Developed and executed content strategies**, including speeches, thought leadership articles, and media pitches, resulting in a 10-15% increase in media placements for clients.
- **Led creative direction and brand positioning** for several organizations, redefining brand identities and producing digital and print assets that enhanced customer engagement.

- **Designed and launched websites** on platforms like Squarespace and Wix, improving user experience (UX) and increasing website traffic by 25% through optimized design and content strategies.

EDUCATION

B.A, International Relations

Bard College

May 2014 - June 2018

AWARDS/RECOGNITIONS

- PR News Impact Communications Award for Public Health & Safety - June 2025
- Outstanding Client Work Recognition, ICF — Fall 2024
- People and Project Management Essentials — April 2024

CERTIFICATES AND TRAININGS

- FEMA Public Information Officer Training
- FEMA Incident Command System Training