

Diane Makovsky
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Profile: Marketing & Communications Manager

Strategic planner with a background in marketing, program management, and human resources, developed within the social services, technology, health, government and education sectors. As comfortable setting strategy as managing day-to-day operations, including both teams and programs. Communicates well at all organizational levels. Possesses excellent vision, commercial and organizational awareness, and leadership skills while retaining a focus on execution. Facilitates discussion, collaboration, and agreement among diverse stakeholders.

Relevant Areas of Expertise

- Researcher rapidly synthesizes essential issues and develops supporting arguments.
- Project manager uses continuous process improvement methods to improve organizational effectiveness.
- Creator of collateral in print, web, video, and social media formats--design, content, and production
- Relationship manager who successfully drives optimum outcomes among diverse stakeholders.
- Manager of teams and budgets, from 3 to 30 people, both local and distributed, with budgets of \$2M.
- Human resources professional qualified in resourcing, negotiation, people management, and mentoring.
- Registered and licensed occupational therapist.

Experience

Occupational Therapist, California, **Jodi House** (present, occasional), **Santa Barbara Unified School District** (July 2016-present) **Fillmore School District** (February to June 2016, part time), **Santa Ynez Valley Special Education Consortium** (Maternity coverage, Spring 2016, part time), **Oxnard School District** (Spring semester 2015, contract), and **California Children's Services** (August 2013 to January 2015). Assessed, consulted, and created therapy plans and treatment for individuals and groups of children and adults in a variety of settings including a community center, schools, and outpatient clinics. Provided treatment for cognitive, behavioral, sensory, gross motor, fine motor, and neurodevelopmental disorders in order to improve functional performance.

Chair, Carlisle Personnel Board, Carlisle, Massachusetts, March 2010-September 2015. In this voluntary position, directed human resources for this New England town. Work consisted of interpreting and managing the compensation and classification plan, recommending the amount of annual wage increases, deciding and approving policy changes, writing job descriptions, and approving new hires.

Clinical Rotations at Minuteman Early Intervention and Astra Foundation, Concord Health Care Center and Concord Area Special Education Collaborative (CASE), Concord, Massachusetts, related to a Master of Occupational Therapy degree, August 2010-July 2012. Conducted assessments, created treatment plans, provided direct service treatment, and maintained health and educational documentation.

Foliage, Marketing Manager (contract), Burlington, Massachusetts, November 2009- March 2010. Developed communication strategies and created several training courses, including an introductory course on software product lines and an overview on configuration management. Recruited professional and technical staff for the company's West Coast office.

CA Inc., Services Marketing Manager (contract), Framingham, Massachusetts, 2007-2008. Played an integral role in executive-level reassessment of corporate strategy relating to the Professional Services Division. Increased sales and profitability by expanding visibility and awareness of the division. Contributed to proposal and technology task forces. Established customer reference program.

- Developed 60 references. Published 40+ customer success stories, in electronic, video, and print formats.

Marketing Manager, Massachusetts/California, 2001-2007. Delivered a variety of long-term contractual services consisting of public relations, direct marketing, training, and customer service to organizations such as Bose, Hallmark, Foliage, and the County of Santa Barbara.

- Built award-winning sales team at Bose, consistently recognized for surpassing sales objectives.
- Improved customer service by improving efficiency of the County of Santa Barbara Building Department. Project managed the transfer of paper-based permits to an electronic system.
- Managed adults with developmental delays, Down Syndrome, and Cerebral Palsy in a work environment.

Bournemouth Borough Council Social Services, Human Resources Project Manager, Bournemouth, United Kingdom, 1997-2000. Led special projects, managed the recruitment process, including review and updating job descriptions, and coordinated grant funding between the agency and the National Health Service (NHS).

- Decreased formal complaints filed by 30% and enhanced customer service via restructuring complaint process to allow ease of accessibility and improved responsiveness.
- Created 1st communication plan for directorate, ensuring compliance with UK mandate calling for clear policies and procedures for public interaction.
- Accomplished 10% reduction in employee absenteeism by establishing program augmenting inter-employee communications and peer-to-peer support.
- Established recommendations for creating defined, measurable guidelines for social services provision.

AT&T-Unisource/Unisource, Press Relations/Public Affairs Manager, Hoofddorp, Netherlands, 1994-1996. Led team of 12 communication managers. As global spokesperson, responded to media inquiries and provided executive coaching and crisis management. Drafted/approved speeches, position statements, press releases, articles, and marketing materials.

- Catapulted previously unknown company into international recognition within 6 months. Increased spotlight on CEO as telecommunications authority.
- Initiated internal communications plan during growth from 7 to 5,000 employees in 2 years.
- Established public affairs programs to achieve corporate goals, resulting in rapid regulatory approvals.

Uniface, Marketing and Communication Manager, Amsterdam, Netherlands, 1992-1993.

- Directed corporate messaging, advertising, public relations, and collateral creation, providing support to marketing managers in 28+ subsidiaries and distributors.
- Organized channel marketing events, user groups, and trade shows.
- Published the company's main marketing tool, a 20,000-circulation magazine.

Previous experience as a bureau chief and journalist in the United States, Japan, and Europe.

Education and Professional Development

Master of Occupational Therapy, Bay Path College, Longmeadow, Massachusetts, 2012, GPA 3.83.

- Thesis: *Social Influences on Hand Hygiene*. Presented at the Massachusetts Association of Occupational Therapy (MAOT) Annual Conference 2011.
- Portfolio: otstrategy.com

Bachelor of Science in Journalism, University of Kansas, Lawrence, Kansas.

Certificate in Human Resources Studies, Cornell University, Cornell, New York.

HubSpot Inbound Marketing Certification

Professional and Civic Affiliations

- Carlisle Police Chief Search Committee, February 2011 to August 2011.
- American Occupational Therapy Association (AOTA), June 2010 to present.
- Massachusetts Association for Occupational Therapy (MAOT), October 2011 to October 2013.
- MAOT Research Review, April 2013 to present. Strategic Plan Committee, September 2011 to June 2012.