

## Brianna DiPilato

[brianna.dipilato@gmail.com](mailto:brianna.dipilato@gmail.com) | Denver, CO | [Portfolio](#)

Passionate content creator with more than eight years of experience navigating a newsroom, crafting engaging internal and external communications and elevating brands through strategic storytelling.

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### **Experience:**

Centura Health August 2021 – present  
Centennial, CO – *Internal Communications Advisor*

- Provide communications support for internal stakeholders, turning tactical and highly clinical content into easily consumable stories and communications.
- Partner with marketing, media relations and the brand team to ensure a strong, consistent brand voice is used throughout our content and stories – internal and external.
- Develop comprehensive communications plans and support communications during crisis.

Donor Alliance October 2018 – July 2021  
Denver, CO – *Communications Coordinator*

- Told the brand story through shooting, editing, hosting and producing videos, designing graphics, updating and managing social media accounts and websites, and creating e-newsletters.
- Crafted media relations strategies and served as a spokesperson for the organization.

Boylan Code LLP June 2017 – September 2018  
Rochester, NY – *Marketing Specialist*

- Developed monthly marketing plans for every practice area and individual attorneys.
- Maintained digital properties, including the firm's first social profile and website.

WHEC-TV, News10NBC January 2016 – June 2017  
Rochester, NY – *Multimedia Journalist, Weekend Weather Anchor*

- Took complex information and broke it down into a concise but compelling news story.
- Managed multiple projects on tight deadline; shot, edited, wrote and reported stories live on-air.

WJHG-TV, NewsChannel7 March 2015 – December 2015  
Panama City Beach, FL – *Multimedia Journalist, Weekend Weather Anchor*

- Formed relationships with area military personnel, telling the warfighter's story.
- Regularly forecasted the weather, interpreted models and tracked severe weather alerts.

NBCUniversal Media, LLC May 2014 – March 2015  
New York, NY – *Executive Assistant/ Production Assistant, TODAY Show*

- Assisted producers with daily show segments, gathered content and researched guests.
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### **Education:**

B.S., Journalism, May 2014 – *Ohio University Scripps School of Journalism*  
Plant-based Nutrition Certificate, May 2020 – *eCornell*

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### **Skills:**

Copywriting | Media relations | Blogging | Video production | Asana | Adobe Creative Suite | Hootsuite | Google Analytics, SEO | Constant Contact | Wordpress | AP style | SharePoint experience | EmailOpen