

# Profile of Daphne Foreman

Editor • Writer • Communications Strategist

...IMAGINE...



...*IMAGINE a superior communications expert putting 15+ years' experience and an MBA to work for you.*

- Marketing communications and sales support
- Intranet and Internet content development
- Human resources-driven materials (e.g., benefits, training, compensation, employee relations)

...*IMAGINE implementing the right communications—and really connecting with your audience(s).*

- Voiceover recording: commercial, narration
- Naming/branding of products, programs
- Internal/external print brochures, magazines, white papers, newsletters, annual reports

...*IMAGINE having at your disposal: creativity, intellectual curiosity, humor, and grace under pressure.*

- Employee communications
- One-on-one communications consulting
- Change leadership and management
- Executive correspondence and presentations

...*IMAGINE working with a writer/editor with real design sensibility and real-time strategic insight.*

- Strategic direction and coordination
- Advertising and PR copywriting
- Fundraising appeals and grant proposals
- Copyediting—from simple to complex

Do your communications establish a consistent “voice”? Are you helping people deal with “information overload”—or are you simply adding to it? Are your communications achieving the goals you’ve set for them (assuming, of course, that you had specific goals)? *I can help you to ask the right questions.*

Whether it’s speaking internally to your employees, supporting your marketing and sales teams, or reaching out to current and/or potential clients or donors, *I can help you communicate more effectively.*

## Experience and Credentials

My experience as a full-time *corporate communications* professional includes:

- Director, Employee Communications; Winstar Communications
- Global Manager, Internal Communications; Deloitte Consulting
- Communications Consultant; The Segal Company
- Manager of Marketing Communications; HHL Financial Services, Inc.
- Senior Writer, Corporate Communications and Training; Health Management Systems, Inc.
- Manager of National Accounts and Contract/Proposal Analyst; Olsten Health Services
- Technical Marketing Consultant; Aetna Health Plans.

In the *not-for-profit* arena, I have served as:

- Executive Director; Very Special Arts Connecticut, Inc.
- Intern in Public Affairs, Marketing, and Advertising; John F. Kennedy Center for the Performing Arts
- Assistant to the Director; Yale University Department of Athletics.

At the Kennedy Center, I served as Managing Editor for the inaugural issue of *Adventures in the Arts* and researched and wrote biographies for the annual Kennedy Center Honors national press kit—both during my internship and as a freelance professional the following two years.

### *Credentials:*

- MBA, Yale School of Organization and Management (concentration: marketing)
  - Master of Music, Yale School of Music
  - BA, Randolph-Macon Woman’s College; Phi Beta Kappa; Editor-in-Chief, R-MWC weekly newspaper
- Member, Society for Human Resource Mgmt/SHRM; Internat’l Assoc. of Business Communicators/IABC.

## Contact Information

To learn more about how I can help you identify opportunities to communicate more effectively:

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