

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.*

- Employee communications
- Change leadership and management
- Intranet and Internet content development
- Executive correspondence

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

- Client presentations and sales support
- Fundraising appeals and grant proposals
- Human resources-driven (e.g., benefits, compensation, training, employee relations)

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

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

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

- Advertising and PR copywriting
- One-on-one communications consulting
- Strategic direction and coordination
- 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:

- Senior Manager, Employee Communications; Winstar
- 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: International Assoc. of Business Communicators (IABC); Society for Human Resource Mgmt.

Contact Information

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

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