



ROSE MCBRIDE

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 WWW.ROSE-MCBRIDE.COM

RELEVANT EXPERIENCE

JOHNSON & JOHNSON

July 2019 - Present

CHANGE MANAGEMENT & COMMUNICATIONS ANALYST

- Provide strategic counsel to the functional CIO and his leadership team to drive highest communication impact, ensuring linkage to J&J Technology and Enterprise priorities
- Create engaging & informative communications content on behalf of the CIO of the Corporate Technology function
- Responsible for developing & executing global communication initiatives for the Corporate Technology organization and senior leadership

YOUNGNDHUNGRY

September 2015 - Present

CREATOR & ACCOUNT MANAGER

- Created & manage the Instagram account YoungndHungry (www.instagram.com/youngndhungry)
- Coordinate with restaurants and food distributors to promote their brand and products
- Attracted over 5,000 followers by promoting local foods, connecting with businesses and regularly posting content

TIERNEY

September - December 2018

PUBLIC RELATIONS INTERN

- Supported the Yuengling, ShopRunner & Verizon accounts
- Conducted media & social media audits
- Drafted press materials & maintain social media channels

QVC

May - August 2018

CORPORATE COMMUNICATIONS INTERN

- Strategized communication plans for Qurate Retail Group, which includes QVC, HSN, zulily, Grandin Road, Garnett Hill, Frontgate, and Ballard Designs
- Created content for QVC & Qurate Retail Group's corporate websites
- Conducted background research to support ongoing media requests

CITY OF PHILADELPHIA

September - December 2017

MAYOR'S COMMUNICATION OFFICE PRESS INTERN

- Monitored news outlets for relevant information about the City's initiatives
- Compiled press clips for daily distribution to staff
- Prepared official correspondence on behalf of the Mayor

VOLUNTEER EXPERIENCE

RWJBARNABAS HEALTH

March 2020 - Present

VOLUNTEER

- Coordinate and mobilize mask production network across New Jersey and Pennsylvania in response to Covid-19
- Donated over 3,000 masks for distribution across the RWJBarnabas Health System and to the City of New Brunswick

SUSAN G. KOMEN

July 2019 - Present

VOLUNTEER

- Co-led largest fundraising team for Susan G. Komen More Than Pink Walk in New Jersey
- Led volunteer efforts on day of the More Than Pink Walk event
- Created digital content to increase team participation

SKILLS

Microsoft Office Suite, Photoshop, Illustrator, InDesign, Facebook, Twitter, Instagram, Snapchat, Squarespace, Wix, iMovie, Tumblr, YouTube, Cision, R Studio, Critical Mention, Julius, LinkedIn, Microsoft SharePoint, Zoom, Pigeonhole, Yammer, Skype, Microsoft Teams, Roadmunk, Swoop Analytics, Salesforce Marketing Cloud

EDUCATION

TEMPLE UNIVERSITY

Klein College of Media & Communication, Class of 2019

Bachelor of Arts in Strategic Communication, Concentration in Public Relations, Political Science Minor