





ROSE MCBRIDE

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A passionate and trusted communications strategist with business acumen and creativity that leads to impactful communications campaigns. An ambitious self-starter and problem solver with a knack for simplifying the complex in fast-paced environments and fostering meaningful relationships.

SKILLS

- Campaign management
- Crisis communications
- Stakeholder management & executive communications
- Crisis communications
- Measurement & Reporting
- Media & influencer relations

INTERNSHIP EXPERIENCE

PUBLIC RELATIONS INTERN

CARMICHAEL LYNCH 
(FORMERLY TIERNEY)

Sept - Dec 2018

- Supported the Yuengling, ShopRunner & Verizon accounts
- Managed social media engagement across Instagram, Twitter and Facebook with 500,000+ followers

CORPORATE COMMUNICATIONS INTERN

QVC 

May - August 2018

- Strategized communication plans for Qurate Retail Group, comprising of QVC, HSN, zulily, Grandin Road, Garnett Hill, Frontgate and Ballard Designs
- Created content for QVC & Qurate Retail Group's corporate websites

EDUCATION

TEMPLE UNIVERSITY

Klein College of Media & Communication
Bachelor of Arts in Strategic Communication,
Concentration in Public Relations,
Political Science Minor

STRATEGIC COMMUNICATIONS & MARKETING EXPERIENCE

JOHNSON & JOHNSON

July 2019 - Oct 2024

MANAGER, PUBLIC AFFAIRS & ACCESS COMMUNICATIONS

Jan 2023- Oct 2024

Titusville, NJ

OPERATING COMPANY: INNOVATIVE MEDICINE

- Spearheaded end-to-end development and execution of integrated communications strategies for the Patient Engagement & Customer Solutions (PECS) portfolio, driving awareness and utilization of patient support and assistance offerings for a \$13B pharmaceutical portfolio
- Developed proactive issues management preparedness plans, crafting messaging to protect and enhance brand reputation while addressing consumer concerns and building trust
- Managed and mentored a direct report, providing guidance and fostering professional growth
- Delivered creative and innovative campaigns to simplify complex topics, increasing awareness of policy priorities and patient access barriers among diverse audiences
- Led executive communications and thought leadership for VP of Patient Engagement & Customer Solutions, enhancing their influence and brand voice in the market
- Partnered with cross-functional teams and agencies to develop integrated strategies that advanced business objectives and improved customer engagement

SENIOR SPECIALIST, ENTERPRISE ENGAGEMENT & COMMUNICATIONS

May 2021- Jan 2023

Titusville, NJ

OPERATING COMPANY: INNOVATIVE MEDICINE

- Counseled senior leadership, including the Company Group Chairman, on delivering high-impact messaging to internal and external audiences, including stakeholders, investors, and 5,000+ employees across North America
- Developed and implemented internal communication plans, including interactive town halls and multimedia campaigns, to foster connection, engagement, and alignment
- Led communications for the VP of J&J IM Americas Communications & Public Affairs, strengthening employee motivation and brand advocacy
- Built and deployed a metrics framework to measure communication effectiveness, showcasing campaign impact on audience awareness and engagement

CHANGE MANAGEMENT & COMMUNICATIONS ANALYST

July 2019- May 2021

New Brunswick, NJ

OPERATING COMPANY: CORPORATE

- Developed and executed the first internal communication strategy for J&J's Corporate Technology function, enhancing team alignment and driving engagement among 200+ global employees
- Provided strategic counsel to the CIO and leadership team, aligning communications with enterprise priorities and enhancing internal brand visibility
- Led communications during organizational restructuring, ensuring clear messaging and maintaining team morale through change

CREATOR & ACCOUNT MANAGER

Sept 2015- Sept 2023

YOUNGNDHUNGRY

Greater Philadelphia Area

- Founded & managed the Instagram account YoungndHungry (www.instagram.com/youngndhungry), building an audience of 5,000+ followers and achieving over 20,000 monthly impressions through engaging, high-quality content
- Collaborated with brands, restaurants, and agencies to execute creative social media campaigns that drove audience engagement and brand visibility
- Created and curated compelling content strategies that boosted audience interaction, enhanced brand storytelling, and established a unique brand identity in the food and lifestyle space