

## **Carmen R. Gonzalez**

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### **Senior Executive: Global Strategy & Communications**

Innovative and highly skilled executive reflecting a decade-long background of marketing writing, including six years of health care focused copy, and field-tested legal acumen. Consistent cultivation of new business relationships among pharmaceutical-service firms and integration of global recruitment services, including new media. Possess JD degree and California State Bar membership.

Copywriting ✨ Proposal Drafting ✨ Strategic Planning  
Health Care Research ✨ Staff Training ✨ Art Direction ✨ Partnership Building  
iPad App Design ✨ Social Media Leveraging ✨ Negotiating

### **Professional Experience**

**Healthcare Communications Group**, El Segundo, CA; 6/08-present

#### **Manager of Strategy and Communications**

Spearheads the global reach of this firm's operations concerning patient recruitment in multi-country clinical studies, having recently expanded into four new markets— establishing alliances in Asia, Latin America, Africa and European countries by therapeutic area and service line — enhancing the company's business prospects. Drafts business development proposals and broad strategic initiatives that leverage the company's expertise, professional networks, and client-specific knowledge for maximal productivity and ROI. Advances social media strategies through planned initiatives, published industry articles, and participation in national policy discussions with the U.S. government's Department of Health and Human Services. Initiates and cultivates new mobile technology applications for clinical research subject enrollment, including the development of iPhone/iPad software programs. Collaborates among company departments to establish greater efficiencies and streamlined processes. Performs ad hoc training sessions to cultivate internal business achievements for business development opportunities.

**City of Hope**, Los Angeles, CA; 10/05-6/08

#### **Development Marketing Writer, Communications**

Assisted the department in generating record-year donations through multiple marketing and fundraising vehicles, in both new and expanded campaigns. Strategically crafted, researched, and developed key communications for marketing purposes, including research and clinical materials, fundraising speeches, scientific and donor-profile articles for internal and external distribution, formal third party newsletters, gift planning communications, and ad copy for industry-specific publications, among other instruments.

#### **Assistant Director/Writer - Stewardship**

Researched, drafted, and art directed proposals for specific major donor prospects that generated multi-million dollar donations. Assisted in researching and crafting language for various City of Hope foundation grant applications resulting in capital investitures of several hundred thousand dollars. Interviewed researchers and compiled archives of scientific reference materials for the Donor Relations team for future proposals. Designed and formulated proposal templates, protocols, and design motifs for department-wide use in formal fundraising efforts.

**Marric Software**, Redondo Beach, CA; 9/02-9/05

**Copywriter/Webmaster/Marketing Director**

Designed tradeshow campaign materials, both for content and layout, including client testimonial pieces, raising the company profile and generating a 50% increase in requested product demos. Produced company brochures for industry outreach. Updated three companion technical manuals regarding company software for both content and graphics. Fashioned icons and wrote help files accompanying flagship software product. Drafted news articles for industry guild newsletter. Revamped corporate Web site and created a separate client-only, password-protected site, providing content-based tutorials, a news feed, and an archive of newsletters. Developed a database for recording Web traffic stats from the client-only site. Created an online method for administering and managing password access to the site.

**Atomic Latina Design**, Los Angeles, CA; 4/01-9/02

**Web Designer/ Graphic Designer /Copywriter**

Developed Web pages and designs for various non-profit and individual companies, customized for project-specific use, resulting in improved Web traffic and click-throughs. Designed and printed signage for conference-related marketing campaigns for organizations. Drafted copy for public service announcement radio campaigns. Re-designed corporate identity (logo, letterhead, brochures, etc.). Provided ad hoc consultant assistance as follow-up. [www.atomiclatina.com](http://www.atomiclatina.com)

**EBZ.com**, San Clemente, CA; 1/01-4/01

**Art Director/Copywriter**

Created next generation company Web site interface and customer Web site themes to accompany new product launch. Conceived and executed banner ads for a variety of target market sites. Participated in team-oriented campaigns involving marketing of company book and software products. Explored and promoted ad hoc business development projects.

**Aerobics and Fitness Association of America**, Sherman Oaks, CA; 11/99-12/00

**Business Affairs Director**

Developed strategic corporate partnerships, oversaw contractual negotiations to expand the corporate footprint in the fitness market. Coordinated internal department staff based on newly adopted contracts. Managed nutrition content module for Internet site display. Shepherded Spanish translation projects of current AFAA content. Designed graphic brochures and ads for corporate marketing. Conducted Internet survey project. Oversaw Spanish-speaking International accounts for overseas workshops. Guided new Web site design and organized internal executive and IT team.

**Dailey & Associates**, West Hollywood, CA; 5/99-8/99

**Summer Intern**

Drafted copy for various client projects, ranging from TV spots to circulars, for weekly publication. Created graphic solutions for varying assignments from posters to outdoor boards to logos. Assisted in researching materials, directors' reels, and other memorabilia in concert with larger ad team. Served as troubleshooter on complex, Photoshop-related tasks.

**United States Peace Corp.**, Pohnpei, Micronesia; 6/94-1/96

**Volunteer Teacher-Trainer**

Served as a volunteer teacher-trainer at the College of Micronesia, teaching speech communications, English I, and Algebra I. Lived with a host family to advance the international

exchange mission of the Corp. Developed Pohnpeian language skills.

**Koester, Brislin & Gelman**, Pasadena, CA; 3/92-5/94

**Staff Attorney/In-House Counsel for Wausau Insurance**

Managed independent caseload to successful resolution. Completed complex, multi-party personal injury cases to trial in both Superior and Municipal Courts. Participated in extensive arbitrations. Appeared on law and motion matters. Negotiated settlements. Engaged in direct client contact and counseling. Performed percipient and expert witness depositions.

**Parker, Stansbury, Babcock, Combs & Bergsten**, Los Angeles, CA; 11/89-3/92

Associate Attorney

Oversaw independent caseload throughout legal cycle to successful conclusion. Completed multi-party insurance defense and product liability matters to trial in both Superior and Municipal Courts. Negotiated settlements. Conducted extensive number of arbitrations. Appeared in court on various law and motion matters. Prepared legal memoranda and conducted legal research. Performed percipient and expert witness depositions.

**Lewis, D'Amato, Brisbois & Bisgaard**, Los Angeles, CA; 10/88-10/89

Associate Attorney

Appeared in court on various motions to successful conclusion. Negotiated with opposing counsel re: settlement. Propounded discovery motions, prepared legal memoranda, and conducted legal research.

**Formal Education**

Art Center College of Design, Pasadena

Major: Advertising, attended 9/97-4/99 (Terms 1-5)

Art Center Scholarship; Gallery Inclusion

University of California, Los Angeles, School of Law

Juris Doctor, 1988; Admitted to practice 1989

Lubic Scholarship Award; Moot Court Participant 1986-1987; Teaching Assistant 1987-1988

University of California, Los Angeles,

Bachelor of Arts, Psychology, 1985

**Appointments**

Torrance Water Commission

Appointed by City Council, 2004-2007

Los Angeles County Bar Association

Appointed to 1993 Conference of Delegates

Los Angeles Human Relations Commissioner

Appointed by Mayor Tom Bradley, served 1990-1993

**iPhone/iPad Application:**

MyOutreach (approved October 13, 2010)— I conceived and designed this free application to help clinical sites perform community outreach to more effectively reach patients in meeting their research study recruitment goals. The application is dedicated to helping diabetes-based sites identify the closest support

groups and organizations where people coping with diabetes often frequent. In-depth details about meetings times, room locations, contact staff, eligibility requirements and other specifics are included in describing each locale. Access is provided via passcode to ensure clinical sites are using this free application rather than competitors seeking to advantage themselves and re-circulate the information for a fee. Available at <http://itunes.apple.com/us/app/myoutreach/id393650903?mt=8>

**Recent Writings:**

e-Tools: Pharma Study Patient Recruitment Is Going Digital, Pixels & Pills , January 20, 2011, <http://www.pixelsandpills.com/2011/01/20/etools-pharma-study-patient-recruitment-digital/>

Social Media And Recruitment: The Beginning of the Beginning, The Monitor, October 2010, pp. 51-56; [http://www.nxtbook.com/nxtbooks/acrp/monitor\\_201010/index.php#/54](http://www.nxtbook.com/nxtbooks/acrp/monitor_201010/index.php#/54)

Health Care Forums In The Cloud: Crowdsourcing on Twitter, HealthTechnica.com , March 2010, <http://www.healthtechnica.com/blogsphere/2010/03/09/health-care-forums-in-the-cloud-crowdsourcing-on-twitter/>

Twitter: Remaking the Persona of the Physically Challenged, TwiTip.com , July 2009, <http://www.twitip.com/twitter-remaking-the-persona-of-the-physically-challenged/>

Clinical Trials: Retention, Compliance and Mobiles, Mobihealthnews.com, April 2009, <http://mobihealthnews.com/1376/clinical-trials-retention-compliance-and-mobiles/>

Whispering Tweets Into a Patient's Ear: Top Ten Suggestions for Clinical Trial Recruiters, TwiTip, March 2009, <http://www.twitip.com/whispering-tweets-into-a-patient%E2%80%99s-ear-top-ten-suggestions-for-clinical-trial-recruiters/>

A more extensive overview of published articles may be found at <http://www.atomiclatina.com/writing.htm>

**Recent Speaking Appearances:**

Association of Clinical Research Professionals, Global Conference and Exhibition 2011, Seattle, WA, April 30-May 3, 2011, topics: "Twitter and Patient Recruitment: Learn It, Use It, Track It " and "La Sangre Latina: The New Force in Study Participation"

Ethics in Clinical Trials, San Diego, CA, March 2-3, 2011, topic: "The Ethical Use of Social Media for Clinical Trial Recruitment"

Community Alliance in Research Excellence Conference 2011, Louisiana State University, Shreveport, LA, October 22, 2011, topic: "The Good, the Bad and the Ugly of Social Media: Recognizing Risks and Effectively Navigating the Social Media Space "

Drug Information Association 46th Annual Meeting Conference, Washington, DC, June 16, 2010, Session 334: New and Evolving Patient Recruitment and Retention Practices; topic: "Advocacy Groups and Other Recruitment Opportunities: A Global Overview"

Association of Clinical Research Professionals, Global Conference and Exhibition 2010, Tampa, FL, topic: "Twitter, Facebook, You Tube, Oh My! Patient Recruitment 2.0"

**Professional Membership:** Association of Clinical Research Professionals, October 2009- present

**Technical Skills:** Typing speed: 45 wpm; Fluent in Microsoft Word, PowerPoint, Excel, Adobe Acrobat 9.0, InDesign CS3, Photoshop CS3, Illustrator CS3, HTML, javascript, ASP, Flash 5.0, Dreamweaver MX