

MICHELLE PETERSON, MBA, ABC

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EXECUTIVE SUMMARY

Professional with knowledge and experience in corporate communications, internal communications, crisis communications, media relations, reputation management, change management and process improvement. Solid expertise in developing, directing and monitoring high-quality programs that support the mission, goals and strategies of the organization. Experience in developing high-performing and dedicated teams to meet challenging corporate objectives.

COMPETENCIES

Corporate communications	Internal communications	Crisis communications
Media relations	Social media	Reputation management
PR/Marketing strategy	Business development/retention	Strategic planning
Non-profit management	Staff development	Fundraising
Change management	Process improvement	Public speaking

KEY ACCOMPLISHMENTS

King County — Strategic Communications

- Translated complex operational concepts into clear, plain-language content to strengthen countywide understanding and alignment.
- Developed multi-format communications (videos, articles, Q&As, presentations) to support leaders in cascading timely, accurate information to their teams.
- Improved leader understanding of County's Best-Run Government initiative by more than 40% through targeted communications and outreach.

Virginia Mason Medical Center — Communications Leadership

- Directed media relations and crisis communications. Prepared leaders for media interviews and public engagements through detailed briefing materials, Q&As and media training.
- Managed internal communications strategy that increased staff satisfaction by 12% in one year.
- Led external communications efforts that contributed to 15% growth in targeted clinic areas.

Bailey-Boushay House — Homelessness and Housing Stability Communications

- Led communications for homelessness-related initiatives, including opening a shelter and launching a housing-stability program.
- Created human-centered messaging to build understanding and support for services for people living with HIV/AIDS and experiencing homelessness.
- Coordinated with community partners to ensure accurate, compassionate and aligned messaging.

PROFESSIONAL EXPERIENCE

KING COUNTY | 401 5th Ave | Seattle, WA

Senior Communications Manager – Continuous Improvement Team (Jan. 2023 – Jan. 2026)

Led communication strategies that support King County's continuous improvement effort (Best-Run Government). Focused on fostering a culture of innovation and improvement that enhanced processes, management systems and workplace culture to increase employee engagement and deliver greater value to our communities. Ensured clear and consistent messaging by working closely with communicators across the County and supported a stronger, more connected enterprise communications system. Managed leader communications strategies and partnered with leaders and staff to identify and address communication needs and opportunities.

VIRGINIA MASON FRANCISCAN HEALTH | 801 2ND Ave. | Seattle, WA

Division Director, External Communications (Jan. 2021 – Feb. 2022)

Leveraged owned and earned channels to build and execute communications strategies to support organization's priorities. Ensured communications strategy and messaging were consistent and reflected the organization's strategic vision. Developed and oversaw thought leadership strategy to support the national reputation as a leader in health care quality and safety. Served as key communications leader in integrating Virginia Mason and CHI Franciscan. Worked closely with executives, managers and staff at all levels of the organization in providing PR counsel and direction.

VIRGINIA MASON MEDICAL CENTER | 1100 Ninth Ave | Seattle, WA (now Virginia Mason Franciscan Health)

Senior Director, Communications and Public Relations, (Nov. 2019 – Jan. 2021)

Guided internal and external communication about Virginia Mason and Bailey-Boushay House and their services. This work included proactive development of strategies to help achieve the goals and objectives of the organization. Oversaw media, social media, internal, patient and crisis communications. Provided PR counsel to executive leadership and developed and managed organizational responses to potentially negative issues. Directed the development of the Community Health Needs Assessment and eHealth strategies. Oversaw the work of Medical Photography, including biologic photography and audiovisual support for the organization.

Director, Communications and Public Relations (2007 – 2019)

Associate Director, Communications and Public Relations (2005 – 2007)

Manager, Patient Communications (1995 – 2005)

EDUCATION

M.B.A., Western Governors University Washington

B.A. Communications, Washington State University; Pullman, WA

CERTIFICATIONS

Certified Leader, Virginia Mason Production System (Lean/Toyota Production System)

PROFESSIONAL MEMBERSHIPS

International Association of Business Communicators (IABC), accredited member (ABC)

IABC Past Board Member, Professional Development Program Planning

Past President, IABC Seattle chapter