

ROXANNE STRIKE, MPH

HEALTHCARE COMMUNICATIONS | THOUGHT LEADERSHIP | PUBLIC HEALTH STRATEGY

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PROFILE

Thought leadership and communications strategist with 15+ years of experience turning complex clinical, policy, and community issues into authoritative expert platforms, national visibility, speaking opportunities, industry recognition, and growth. Builds distinctive points of view for subject-matter experts and executives, converts limited engagements into sustained thought leadership programs, and identifies media, conference, award, and partnership opportunities across business lines and adjacent sectors. Cultivates relationships that reposition organizations from vendors to credible industry partners. Uses AI, analytics, and workflow design to improve decisions and shift team capacity from administrative tasks to strategy.

PROFESSIONAL EXPERIENCE

Account Supervisor

2023–2026

Lovell Communications, an HMA Company | Remote

- Expanded a healthcare practice-management company from an occasional press release and crisis communications account into a sustained thought leadership client by building an expert-driven media strategy and demonstrating consistent earned-media value.
- Delivered three consecutive years of year-over-year growth in media placements and unique monthly visitors, often at triple-digit rates, including a 1,348% one-year increase in potential audience reach for a dermatology client.
- Secured national coverage for clients in National Geographic, HuffPost, USA Today, Real Simple, Modern Healthcare, Fierce Healthcare, WebMD, Vogue, Glamour, Allure, Stylist, HealthCentral, Everyday Health, The Weather Channel, Clinical Leader, and other outlets with strong visibility in search and generative AI results.
- Built thought leadership platforms for clinicians and executives by defining differentiated points of view, developing editorial calendars and timely narratives, matching expertise to emerging news cycles, preparing experts for interviews, and establishing trusted media partnerships.
- Extended client visibility beyond earned media by securing speaking positions at major trade and national conferences and award recognitions, while identifying cross-industry opportunities aligned with client work and values to reach prospective partners, audiences, and investors.
- Used AI and automation to analyze performance data, clean and standardize datasets, support business development research, and streamline recurring workflows, freeing team capacity for higher-value strategy and media relations.

Fellow

2025

Above + Beyond Cancer | Remote

- Built a cancer health-equity outreach program from concept to operating model, including stakeholder mapping, volunteer recruitment, role design, culturally grounded messaging, and sustainability planning.
- Strengthened community trust and program reach by engaging healthcare, civic, faith-based, and community leaders and advising organizational leadership on outreach strategy and public-facing messaging.

Communications Director

2021–2023

Iowa Hospital Association | Remote

- Raised earned media reach 93% year-over-year through strategic media statements, op-eds, executive messaging, and proactive issue positioning for Iowa hospitals.
- Increased newsletter engagement 30% and grew LinkedIn audience 40% through audience segmentation, analytics-informed editorial planning, and consistent executive thought leadership.
- Doubled the number of completed projects by building a project management system that improved ownership, workflow visibility, accountability, and execution across concurrent initiatives.
- Led communications for a statewide vaccine campaign that aligned public health messaging with community and policy priorities and earned a Gold Healthcare Ad Award.

Merchandise Director (Contract)

2018–2021

Wildfire Contact / Goodstock & Co. | Remote

- Generated more than \$1 million in merchandise sales over two years by overseeing the development and launch of a new e-commerce platform and coordinating creative, operations, vendor, and campaign teams.
- Supported a national voter-engagement campaign that reached more than 100 million eligible voters and contributed to 512,000 registration actions by aligning advocacy groups, influencers, brands, and campaign partners.
- Managed rapid-turn campaigns involving advocacy organizations, national brands, influencers, vendors, and creative teams while maintaining shared timelines, quality standards, and launch goals.

Marketing Coordinator

2017

Green Hills Retirement Community | Ames, Iowa

- Helped sustain 90% occupancy in independent living by leading brand repositioning, community-facing communications, media relations, and stakeholder engagement for a continuum-of-care community.
- Strengthened local trust and visibility by serving as organizational spokesperson and liaison to community partners, residents, and prospective families.

Managing Campaign Director (Contract)

2012–2016

Progressive Iowa Organizations | Remote

- Placed more than 100 opinion pieces in regional and national outlets by directing strategic media outreach, coalition communications, and rapid-response campaigns.
- Secured 50,000 signatures supporting renewable fuels by building and supervising field and communications teams and executing coordinated public-affairs campaigns across diverse communities.
- Directed policy, civic-engagement, and coalition campaigns from strategy through field execution, translating shared goals into coordinated communications and stakeholder action.

EARLIER EXPERIENCE

Account Associate

2013–2014

LS2 Group | Des Moines, Iowa

- Supported public affairs, stakeholder engagement, event logistics, crisis communications, and media strategy for clients navigating high-visibility policy and community issues.

Assistant Account Executive

2011–2012

The Integer Group | Des Moines, Iowa

- Executed audience, influencer, media, and brand-partnership campaigns designed to reach priority communities and drive measurable participation.

Editor

2007–2011

Des Moines Register Weeklies Division | Iowa County, Iowa

- Led local reporting, editorial planning, community coverage, and newsroom teams while strengthening audience engagement through community-centered storytelling.

EDUCATION & ASSOCIATIONS

- **Iowa State University** — Doctor of Education, Community College Leadership, in progress; focus on public health partnerships
- **Des Moines University** — Master of Public Health, Policy; focus on health justice and social drivers of health
- **Southern Methodist University** — Bachelor of Arts, Journalism
- **Member** – Iowa Public Health Association
- **Leadership Fellow** – Iowa Rural Health Association