Quentin Abara

Communications Manager

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SUMMARY

Communications manager with 5 years in healthcare and tech, running media relations, internal communications and executive messaging. Placed coverage in 18 regional and trade outlets last year and rebuilt the internal newsletter to a 61% open rate. Led crisis messaging during a product recall that kept customer complaints to local channels only.

EXPERIENCE

Communications Manager — Northlight Health Alliance

Minneapolis, MN · Jun 2022 – Present

- Placed 18 stories in regional news and trade outlets over 12 months, including 3 features in the Star Tribune on community health programs.
- Rebuilt the biweekly employee newsletter for 650 staff, moving open rates from 22% to 61% by shortening content and adding a leadership Q&A.
- Wrote and coordinated crisis messaging during a 2023 data incident affecting 4,200 patients, keeping response time to media inquiries under 2 hours.
- Drafted talking points and briefed 6 executives ahead of a state legislative hearing on hospital funding, covered by 5 outlets without a misstep.

Communications Specialist — Northlight Health Alliance

Minneapolis, MN · Aug 2020 – May 2022

- Wrote press releases and pitched 25 story ideas a year, landing coverage in 9 outlets including 2 statewide TV segments.
- Managed the organization's social accounts across 3 platforms, growing combined followers from 3,200 to 8,900 in 18 months.
- Coordinated messaging for 4 fundraising campaigns that together raised $1.1M, writing donor emails with a 34% open rate.

SKILLS

Media relations: Press releases, pitching, media lists, embargoes, spokesperson briefing

Internal comms: Employee newsletters, intranet content, town hall scripting, change messaging

Writing: AP style, executive speeches, Q&A prep, crisis statements

Tools: Cision, Meltwater, Mailchimp, Hootsuite, Google Analytics

CERTIFICATIONS

Public Relations Society of America (PRSA) member, since 2021

EDUCATION

B.A. Journalism, University of Minnesota, 2018

Fictional example by FindAJobAI: the person, employers and numbers are invented.