

# DANA SCHROERING

## MARKETING | COMMUNICATIONS

Award-winning marketing and communications leader with a proven track record of building and scaling brand, content, and engagement strategies. Expert in driving thought leadership, strengthening stakeholder relationships, and fostering internal culture through innovative storytelling and data-driven initiatives.

### WORK EXPERIENCE

TAILORCARE | Nashville, TN | 2023 – Present

#### Vice President, Marketing & Communications

Built the marketing and communications function for a health tech startup specializing in value-based musculoskeletal care, driving brand development, growth strategies, and market positioning from launch.

- Developed a scalable MarCom plan, selecting key vendors, and executing a strategic growth roadmap. Lead a team of four focused on digital, direct response, and growth marketing.
- Developed and launched TailorCare's branding, including the logo, visual identity, brand guidelines, and key messaging, while securing trademark approval for long-term brand protection.
- Lead digital and content strategy, launching the company [website](#) and social channels. Spearheaded a multi-channel content strategy that includes thought leadership [blogs](#), [press releases](#), [videos](#), [patient and provider testimonials](#), [podcast interviews](#), [webinars](#), executive dinners, conference appearances, [panel discussions](#), and award submissions. These efforts grew LinkedIn to **5,000+ followers** in the first year and drove **85% year-over-year increase in website sessions**.
- Launched direct mail campaigns to increase patient engagement and optimize outreach. Streamlined targeting and touchpoints through A/B testing, integrated QR codes and dedicated landing pages, improving campaign efficiency and cost-effectiveness, resulting in a **5% response rate** and **93% conversion rate**.
- Fostered internal culture and engagement by hosting monthly All Hands meetings, bi-monthly leadership meetings, and bi-monthly Coffee Chats, contributing to a strong **eNPS of +71**.
- Led the RecoveryOne acquisition communications, developing messaging and cascading updates across internal channels, press releases, and stakeholder briefings to ensure clarity and alignment.

CONTESSA HEALTH | Nashville, TN | 2020 – 2022

**Senior Director, Marketing, 2022**

**Director, Marketing, 2020 – 2022**

Oversaw marketing and internal/external communications for high-acuity care at home provider with twelve health system partnerships in nine states.

- Led a team of three responsible for inbound and outbound engagement, digital strategy optimization, internal communications, and thought leadership.

502-727-0193



[danaschroering@gmail.com](mailto:danaschroering@gmail.com)



[LinkedIn.com/in/danaschroering](https://www.linkedin.com/in/danaschroering)



[danaschroering.com](https://www.danaschroering.com)



### EDUCATION

University of Kentucky, 2005  
Bachelor of Arts, Journalism

### SKILLS

People Management & Leadership  
Strategic Planning & Execution  
Brand Strategy & Positioning  
Thought Leadership  
Content Marketing, Creation & Execution  
Creative Direction  
Public Relations & Media Strategy  
Crisis Communications  
M&A Communications & Integration  
Reputation Management  
Internal Communications & Culture Building  
Data-Driven Decision Making  
Budget & Resource Management  
Video Production  
Event Production

- Streamlined workflows by centralizing collateral in an online print portal, strengthening cross-functional partnerships, and creating detailed project plans for new market launches.
- Launched Contessa's [blog](#) with a comprehensive content marketing strategy, driving over **10% of total website traffic**—contributing to a **12% year-over-year increase in page views**.
- Managed public relations efforts, securing nearly **1,000 media placements** (including syndicates) in outlets such as [Fast Company](#), [The Wall Street Journal](#), [Modern Healthcare](#), and [The Washington Post](#).

BROOKDALE SENIOR LIVING | Brentwood, TN | 2016 – 2020

**Communications Manager**, 2019 – 2020

**Communications Project Manager**, 2018 – 2019

**Senior Communications Specialist**, 2016 – 2018

Managed communications for nation's premier senior living operator.

- Integrated the video production team into the Communications department, managing a team of two responsible for streamlining channels and standardizing processes for intake, planning, review, and delivery.
- Produced videos and live events, including the award-winning [Brookdale Celebrates Aging Film Festival](#), continuing education webinars attracting nearly 1,000 medical professionals for certified credit, quarterly town halls, and earnings calls.
- Launched and managed Brookdale's [online newsroom](#), recognized as one of the top 25 sites for seniors by [Boomer Benefits](#) in January 2020. Achieved **719 users, 140,000+ pageviews, and a 66% average email open rate** in the first year.
- Developed a thought leadership blog strategy that boosted **year-over-year blog views by 595%**.
- Centralized public relations for 1,000+ communities across 45 states, establishing media policies and **increasing hyperlocal press coverage by 48% year-over-year**.
- Secured media coverage in [US News](#), [Nashville Medical News](#), and [McKnight's Long-Term Care News](#), along with national coverage in [The New York Times](#) and [Country Living](#) for Brookdale's partnership with Hasbro's Joy For All Pets. Led the launch of Lyft's Brookdale concierge platform, earning coverage on [NPR's Marketplace](#).

NASHVILLE CARES | Nashville, TN | 2014 – 2016

**Director of Marketing**

Oversaw marketing and external communications for Nashville's HIV/AIDS service organization.

- Launched a marketing campaign that **increased HEARTLine calls by 444%, organic website traffic by 13%, and doubled earned media**, securing placements in [The Tennessean](#), [The Leaf-Chronicle](#), and [FOX 17](#).
- Developed a brand standards package to align staff and board members on messaging, visuals, and communication procedures.

**Director of Production** | HTV NETWORKS | Nashville, TN | 2013 – 2014

**Promotions Writer/Producer** | WSMV-TV | Nashville, TN | 2010 – 2013

**Creative Services Writer/Producer** | WLKY-TV | Louisville, KY | 2007 – 2010

**Production Assistant** | WCSC-TV | Charleston, SC | 2007

**Production Assistant** | KET | Lexington, KY | 2005 – 2006

## AWARDS

*2019 PRSA Awards of Merit*  
Public Relations Campaign  
Website Marketing  
Media Tours Editorial Writing

*2018 PRSA Awards of Merit*  
Integrated Communications  
Public Service

*2017 Platinum MarCom*  
Strategic Communication

*2017 Gold MarCom*  
Strategic Communications

*2016 PRSA Parthenon*  
Integrated Marketing Campaign  
(nominated for Best in Show)

*2016 Communicator Award of Distinction*  
Content Marketing Campaign  
Online Documentary Series  
Video Campaign Web Series

*2016 PRSA Award of Merit*  
Audiovisual Video Program

*2013 Emmy Nominations*  
Promo Spot/NewsImage  
Promo Campaign

*Nashville Scene's Best of Nashville 2012*  
Best News Station Promos

*2009 WLKY Bell Award*

## VOLUNTEER

NECAT, Board Member  
Nashville, TN 2019 - 2022

Nashville CARES, Event Host  
Nashville, TN 2016 - 2020