



Willa Hobbs

Senior Public Information Specialist

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STRENGTHS

- ♥ **Crisis communication**
During sensitive healthcare updates, organized verified messages and calm handoffs so partners could respond with confidence.
- ✍ **Executive writing**
Turned complex operational details into briefings and talking points that gave leaders clear language for difficult moments.
- 🎤 **Media relations**
Built practical reporter coordination around accurate records, and became a trusted contact for health and government questions.
- 👥 **Team coordination**
Cross functional partners relied on clear follow up and organized documentation, which made recurring work easier to manage.
- 💬 **Public storytelling**
Used reporting, website content, social media, and multimedia formats to make important health information easier to follow.

SKILLS

Executive communications

Healthcare communications

Media relations

Crisis communications

Incident command Branding

Digital marketing Social media

Website content

Multimedia storytelling

Staff guidance Public information

Community engagement

SUMMARY

Senior **public information** professional with eight years of experience supporting healthcare, government, **executive communications**, **media relations**, crisis communications, incident command, and **reputation programs**. Work has included clear leadership messaging, public statements, stakeholder briefings, website content, social media, digital marketing, branding, and multimedia storytelling. Career progression from communications coordination and health reporting into public information leadership reflects sound judgment, strong documentation, and dependable service during sensitive situations. Regularly coordinated with clinical teams, employees, community partners, government representatives, healthcare stakeholders, and media contacts. Experience includes staff guidance, content review, message consistency, and responsive communication across competing priorities. Academic preparation in Communications and FEMA public information training support practical public service work. Brings calm coordination, audience awareness, and credible writing to complex healthcare communication needs.

EXPERIENCE

Senior Public Information Specialist

Sierra Valley Medical Alliance 📅 July 2023 - Present 📍 Sacramento, CA

Leads **public information** work for a healthcare organization, supporting **executive communications**, clinical partners, media relations, crisis response, incident command, branding, and sensitive operational priorities. Guides consistent messaging and documentation across stakeholders while protecting service quality and public trust.

- Prepared executive messages for sensitive healthcare **operations**, improving alignment across clinical and administrative leaders.
- Coordinated **media relations** during **incident command** activities, supporting timely and accurate public updates.
- Standardized crisis communication handoffs, giving response partners clearer records and faster message review.
- Reviewed **branding** content across recurring assignments, creating more consistent public facing communication.
- Guided stakeholders through healthcare communication priorities, balancing public needs with safety and quality expectations.
- Documented communication decisions for leadership review, strengthening continuity across changing operational demands.

Public Information Officer

Capital Region Public Health Collaborative 📅 June 2020 - June 2023 📍 Sacramento, CA

Managed **public information** programs for a public health organization, connecting **healthcare communications**, media relations, crisis response, incident command, branding, digital marketing, and stakeholder coordination. Supported public service delivery through clear records, practical guidance, and dependable message execution.

- Produced healthcare communication materials for public health priorities, giving partners clear information for timely action.
- Built **media relations** responses around verified records, helping stakeholders address sensitive public questions.
- Coordinated crisis communication with cross functional partners, keeping **incident command** messages consistent.
- Refined branding checks for recurring content, reducing confusion across public facing materials.
- Organized **digital marketing** handoffs, helping teams meet deadlines while responding to **community** needs.
- Maintained communication documentation for leadership review, supporting reliable decisions during shifting priorities.

Scriptwriting

Reputation management

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



- Senior Public Information Specialist at Sierra Valley Medical Alliance (3.2 Years)
- Public Information Officer at Capital Region Public Health Collaborative (3 Years)
- Health and Government Reporter at Golden State Community News (1.9 Years)
- Communications Coordinator at Civic Bridge Communications (11 Months)

Health and Government Reporter

Golden State Community News 📅 June 2018 - May 2020 📍 Sacramento, CA

Reported on health and government issues for a community news organization, developing strong **media** judgment, source coordination, crisis communication awareness, incident command familiarity, branding discipline, digital marketing knowledge, and social media fluency. Turned complex public matters into accessible stories for local audiences.

- Reported health developments through source interviews, giving readers accessible context on public decisions.
- Covered government **briefings** and **incident command** updates, strengthening accuracy under time sensitive conditions.
- Developed crisis communication stories from verified records, helping audiences follow changing public guidance.
- Applied branding standards across **digital marketing** assignments, keeping community coverage recognizable and consistent.
- Published **social media** updates linked to reporting, extending timely information across local audiences.
- Maintained precise source notes and records, supporting transparent follow up with public officials.

Communications Coordinator

Civic Bridge Communications 📅 June 2017 - May 2018 📍 Sacramento, CA

Supported communications coordination for community focused clients, contributing to **crisis communications**, incident command messaging, branding, digital marketing, social media, website content, documentation, and stakeholder service. Built an early foundation in clear writing, organized workflows, and responsive public communication.

- Drafted crisis communication materials from approved guidance, helping clients respond with clear public language.
- Organized **incident command** information for review, giving project leads a dependable communication record.
- Applied branding standards across digital **marketing content**, improving consistency across client deliverables.
- Scheduled **social media** updates from approved messages, supporting steady audience **engagement** during active campaigns.
- Updated **website content** for community programs, making service information easier for visitors to find.
- Tracked stakeholder feedback and handoffs, helping coordinators resolve communication issues before publication.

PROJECTS

Regional Health Crisis Messaging Program 📅 2024

A difficult public update can shape trust for months. Built a coordinated messaging approach using crisis communications, executive briefings, incident command information, media relations, and public facing content for sensitive healthcare situations.

Community Health Storytelling Series 📅 2022

Readers often need a human entry point before policy makes sense. Produced accessible health stories through reporting, interviews, website content, social media, and multimedia storytelling for community audiences.

LEADERSHIP & AWARDS

- Recognized by healthcare leadership for dependable coordination during sensitive public information assignments.
- Selected for increasing responsibility across executive communications, media relations, crisis response, and stakeholder messaging.
- Earned professional trust as a clear source for complex health and government information.

EDUCATION

Bachelor's Degree in Communications

University of California Davis 🎓 GPA: 0 📅 2017 📍 Davis, CA

Coursework: Public relations, journalism, organizational communication, media writing

CERTIFICATIONS

- FEMA IS-29 Public Information Officer Awareness 📅 2026
- California Class C Driver License 📅 2026

TECHNICAL SKILLS

- **Executive Communications:** Speeches, presentations, talking points
- **Media Relations:** Press briefings, reporter outreach, media statements
- **Crisis Communications:** Emergency messaging, incident updates, response coordination
- **Healthcare Communications:** Patient engagement, clinical messaging, health education
- **Digital Marketing:** Campaign content, audience messaging, recruitment marketing
- **Social Media:** Content planning, public updates, community response
- **Website Content:** Web editing, service information, accessibility review
- **Multimedia Storytelling:** Video content, broadcast writing, visual narratives
- **Brand Management:** Brand governance, messaging standards, content review
- **Public Information:** Public notices, information programs, stakeholder updates
- **Stakeholder Engagement:** Community partners, academic partners, government leadership
- **Leadership Support:** Executive briefings, correspondence, staff guidance

PROFESSIONAL AFFILIATIONS

- Community health communication partner supporting clear information across public service teams.
- Healthcare media liaison connecting clinical voices, government partners, community groups, and local reporters.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST