

**Hilarie Olson Strong**  
**Centennial, CO**  
**303-217-0843**

**Academic Credentials**

|                               |           |  |
|-------------------------------|-----------|--|
| Colorado Free University      | 2013-2014 | Social Media Manager Professional Certificate              |
| Colorado Free University      | 2013-2014 | Digital Marketing for Business & Entrepreneurs Certificate |
| UCCS Denver                   | 2010-2011 | Professional Advancement Certificate in Gerontology        |
| MA University of South Dakota | 1999      | Business Administration                                    |
| BS University of South Dakota | 1992      | Social Work  |

**Operations/Marketing/Website Services**

**Dakota Internet Designs, Sole Proprietor**

**Website Design & Social Media Marketing Services**

2013 to present

Owner, Centennial, CO

I am the owner of Dakota Internet Designs based in Denver, CO. I design Word Press websites and I provide social media solutions for small businesses and non-profit organizations.

- WordPress website designer & content manager
- Create & Manage Social Media platforms (Facebook, Twitter, Google+, LinkedIn, Instagram & YouTube)
- SEO strategy development & Google Analytics metrics analysis
- Email & digital marketing services
- Blogging & content development services
- Brand building & design skills
- Facebook advertising campaigns

**Senior Housing Options-Main Office**

2009 to 2014

**Non-Profit Housing/Human Services Organization**

Associate Director of Operations/Community Liaison, Denver, CO

I provided operational & marketing leadership for thirteen properties in Colorado. I represent the company in community outreach activities and aging committees, manage and update the website, and assist with on-site assessment and management of properties to attain operational goals and increase awareness of SHO services within the urban and rural communities we serve. These 500 residents include those with chronic mental illness, physical disabilities and seniors with limited incomes.

- Train staff in marketing techniques and customer service expectations
- Facilitate webinars using Go To Meetings
- Develop and maintain the company internal intranet
- SEO strategy development & analytic data analysis
- Increase website traffic and analyze trends
- Develop and manage website information & content materials
- Blogged over 400 posts and developed over 250 website pages to date
- Website and blog have Page Ranking of 4 according to Google
- Manage digital marketing campaigns and online presence
- Project Leader on website upgrade to Word press platform in 2011
- Responsible for electronic communication using email marketing
- Participate in quality management audits & policy revision and review
- Assist the Director of Assisted Living with operational, marketing and management support
- Member of Quality, Safety & Risk Management and Executive Teams
- Member of Emergency Preparedness & Operations Committee

- Assist with ALR/ACF regulation compliance & Life Safety program improvement
- Develop new collateral materials & annual marketing plans
- Facilitate quality improvement and culture change ideas within the organization
- Provide on-site consultation and assistance with marketing/operational projects as needed

### **Quality Improvement/Project Management/Sales**

Colorado Foundation for Medical Care

Non-Profit Quality Improvement Organization, ISO 9001: 2000

Project Manager/Quality Improvement Specialist, Englewood, CO

### **Sales/Marketing/Non-Profit**

1992-2009

Healthcare, human services agencies and non-profit organizations

**Awards:** Who's Who Among students in American Colleges and Universities, 1992

### **Presenter**

*Management Meetings, Senior Housing Options, 2009-2013*

Marketing Results, Employee Hiring, Community Outreach, Customer Service, Website Data, Best Practices

*Quality Summit State Conference, CFMC, 5M Campaign, 2008*

MRSA IHI, 5M Lives Campaign, 8<sup>th</sup> SOW Hospital Best Practices

*Quality Summit Regional Meetings, CFMC, 2007*

Culture Change, Patient Safety, SCIP, Transformational and Organizational Change, Redesigning Care

Processes, Adoption of Health Information Technology, & Measure & Report performance, 8<sup>th</sup> SOW Celebration

*Medicare Challenge Regional Meetings, CFMC, 2005-2006*

Best Practices, 8SOW CMS Identified Participant Group Updates

### **Software Skills**

MS Excel, PowerPoint, Word, Constant Contact, & WordPress

### **Writing**

Blog writer for Seniors Solutions of Colorado website, facebook and newsletter

Writer for SHO newsletters, website, electronic communications & grants

Monitored 5M campaign website

Writer for CFMC weekly electronic newsletter

Prepared responses for RFP's

Writer for Governor's 208 Commission Grant, 2008

Submitted Abstract for Public Health in CO Conference, 2007

### **Professional Development/Seminars**

CHCA, CALA, CO Culture Change, CHFA, Eden Alternative, Risk Management-Worker's Compensation, OSHA, Culture Change, CPR, First Aid, Fair Housing, Project Visibility LBGT, Social Media, LTC Medicaid/SSA, State Medicaid Training, Emergency Preparedness, Employment Law, MS Project, TeamSTEPPS, IHI Getting Systems Level Results, Dashboards, Report Card, Balanced Score Card, Failure Modes & Effects Analysis, Six Sigma, Lean and Value Stream Mapping, PDSA, Safety Briefings, Walk Rounds, Reliability in Health Care, IHI Spreading and Sustaining Change, Lean Methodologies, SBAR, and Root Cause Analysis.

### **Professional Memberships**

Member of National Association of Professional Women-NAPW

Member of East Coalitions on Aging-Denver