
Lynda Banzi Sponholtz

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(617) 233-7054 l.banzi.sponholtz@gmail.com

Healthcare communications manager with proven track record developing and implementing successful marketing and social media campaigns. Experience producing multimedia content for both internal and external communications including podcasts, videos, and graphics. Enthusiastic and creative storyteller seeking new challenges.

Professional Experience

Creative Services & Social Media Manager
Department of Radiology, Massachusetts General Hospital

Boston, MA
2005 - Present

Develop content for web and digital marketing campaigns and lead social media strategy. Engage and educate patients on advances in medical imaging. Respond to inquiries from patients and the media. Plan, write, and report on social media performance. Evaluate and implement new technology.

Key Achievements

- Reached > 71.6K people on social media in 2016 Lung Cancer Awareness Campaign
- Launched video series in 2016 to improve search ranking of physician newsletter
- Recognized as one of the top 3 hospital departments of radiology on Twitter in 2015

- Write and edit content for social media and monitor effectiveness of initiatives
- Design physician and patient educational material
- Maintain editorial and event calendar
- Produce photography, graphic design, and video
- Respond to inquiries from the media related to the Department of Radiology

Manager, Radiology Educational Media Services
Department of Radiology, Massachusetts General Hospital

Boston, MA
2000 - 2005

Manage group focused on supporting educational and research activities of physician staff. Oversaw audio-visual systems in conference rooms and events.

- Reorganized media services staff
- Launched on-line job tracking and invoicing
- Led implementation of digital asset management software
- Designed and photographed educational exhibits for clinicians

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Assistant Photo Editor
International Medical News Group

Rockville, MD
1995-2000

Managed visuals for 6 monthly publications providing medical news to physicians. Prepared images for print and worked with art and editorial staff to meet multiple deadlines.

- Researched and produced photography
- Hired freelance photographers and maintained image database
- Collaborated with designers and editors to plan issues

Education

Social Media for Healthcare Certification
Mayo Clinic Social Media Network

Online
December 2016

Digital Strategies for Health Communication
Tufts School of Medicine

Boston, MA
July 2014

Master of Fine Arts
School of the Museum of Fine Arts & Tufts University

Medford, MA
May 2005

Bachelor of Fine Arts
University of New Hampshire

Durham, NH
May 1994

Volunteer Experience

- 2014 – Present **Volunteer, Mass General Hospital Marathon Teams**
Recorded and produced over 30 short fundraising videos for the Mass General Hospital for Children Team which raises money for pediatric cancer research
- 2015 **Team Leader, Louis D. Brown Peace Institute**
Organized a team for the Mother's Day Walk for Peace which raised \$1,500 for the Louis D. Brown Peace Institute in Boston
- 2012 **Team Member, Dana-Farber Boston Marathon Challenge**
Raised over \$6,000 to benefit the Claudia Adams Barr Program in Innovative Basic Cancer Research as a member of the 2012 Boston Marathon team