

GARY D. BRAMNICK

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Director of Marketing Communications with an MBA and 14+ years of experience producing digital and linear brand and communications strategies defining core purpose, igniting audiences, and shaping critical conversations. Managing fiscal oversight while fostering teams, senior stakeholders, and agency partners through ideation, planning, and launch of integrated campaign concepts. A 5-time Emmy winner and brand awards champion, producing engaging experiences that impact culture and deeply connect brand mission to audience.

EXPERIENCE

INGLIS - Philadelphia, PA (hybrid remote)

01/2012 – Present

DIRECTOR OF MARKETING COMMUNICATIONS

- Responsible for leading brand, marketing, executive, internal, and external communications for 146-year-old non-profit serving people with significant physical disabilities; currently leading the launch and scale of the community-based services and assistive technology vertical.
- Reports to and partners with VP of Strategic Initiatives and CEO to develop and write org-wide planning; includes masterbrand, campaign, and GTM strategies, plus 5-year plan and iteration; presents and gains buy-in from Board of Directors and Executive team.
- Oversees internal Marketing, Communications, Creative Services and manages 3 direct reports; restructured and expanded department, redesigning enterprise-wide department as internal creative agency with strategy, copy, and art; built new project management and department operations with internal PMO team.
- Directs 3+ agency work streams, managing RFPs and selecting external partners across PR, Advertising, Creative Production, Web Development, Market Research & Data consultants.
- Engages research metrics and data-centric personas to drive all messaging and creative to increase awareness, decrease preconceived perceptions of people with disabilities, and enhance philanthropy.
- Defines continuous brand identity and accessibility expansion to ensure mission and cultural relevancy, implementing rebrand and critical accessibility updates across digital, web, social, experiential, CRM/email, and OOH; created and launched new tagline and rebrand - *Ability & Independence. Redefined.*
- Champions and transforms interactive functionality in new video and content formats while embedding key accessibility features across integrated GTMs; conceived \$.5M brand awareness and ad campaign with NBC, including media buy, creative, editorial, and ancillary digital content aligned to deploy rebrand.
- Works with senior leadership across crisis comms; ran immediate pandemic pivots to build strategy for transparency to inform, educate, and engage dual audiences (at-risk and frontline) about safety and new developments; operationalized plan to overcome vaccine hesitancy with SMEs, unions, and 8 community partners.

EINSTEIN MEDICAL CENTER (now Jefferson Health) - Philadelphia, PA

12/2009 – 01/2012

MARKETING COMMUNICATIONS MANAGER

- Recruited on long-term contract by VP of Marketing to support integrated communications strategies, tasked to oversee video content, advertising and commercials, and editorial features; defined both external brand and internal communications planning for +10k staff and various patient populations, building highly targeted campaigns.

MONTEFIORE MEDICAL CENTER - NEW YORK, NY

06/2001 - 12/2009

SENIOR PRODUCER, DIGITAL MEDIA (2008 - 2009)

EXECUTIVE PRODUCER VIDEO (2005 - 2008)

CORPORATE PROMOTION MANAGER & PRODUCER (2003 - 2005)

BRAND MANAGER (2001 - 2003)

- Recruited to build holistic brand identity and GTM strategy to open The Children's Hospital at Montefiore, then promoted repeatedly to lead linear, digital, web, and video content; managed all production and special projects.
- Partnered with Brand Management, Marketing, Web, and PR teams to deliver org-wide content plans for masterbrand, portfolio brands, and annual campaigns; main verticals included Pediatrics, Heart Center, Surgery, and Cancer Center.

- Produced corporate communications and executive marketing video strategy with CEO, COO, and VP of Marketing.
- Led \$1.5M masterbrand advertising and editorial campaign with media buy and partnership with NBC; wrote and directed 4 broadcast commercials, 45 editorial spots on NBC-4NY, and 15 fundraising, issues oriented, and corporate videos.
- Implemented data deep dive to address integrated marketing challenges which transformed Radiation Oncology and Oncology Department strategy; new campaigns drove revenue and increased awareness and patient visits.
- Developed and produced nationally syndicated, award-winning Keeping Kids Healthy program from concept to broadcast on PBS (won: Emmy, Telly, and Parents' Choice); ran for 5 seasons, airing on 57% of all U.S. households.
- Managed Production team and full crew of up to 30; ran all planning and logistics from development through post-production.

EDUCATION

DREXEL UNIVERSITY | LeBow College of Business | Philadelphia, PA
MBA, Executive Master of Business Administration

BOSTON UNIVERSITY | College of Communication | Boston, MA
BS, Mass Communication, Marketing Concentration

AWARDS

- 5 Emmy Awards - *Keeping Kids Healthy* - Outstanding Science/Health Programming
- 2 Telly Awards - *Keeping Kids Healthy* - Outstanding Science/Health Programming
- Gold Aster Award - Excellence in Medical Marketing, Video
- Gold Healthcare Advertising Award - Video
- Silver Aster Award - Excellence in Medical Marketing, Print
- Summit Creative Award - Best Website
- Summit International Creative Award - Best Website
- Philadelphia Pepperpot Award - Outstanding PR Campaign
- Distinguished Alumni Award, Drexel University - Service to Alma Mater

AFFILIATIONS

Board Member and VP, Strategic Planning Taskforce Chair, Temple Beth Zion-Beth Israel (2018-present)

Past President and Founding Member, Executive MBA Alumni Association, Drexel University (2000-2015)

Board of Governors, Philadelphia Public Relations Association (2013-2017)

Lifetime Member & past Philadelphia Chapter Vice President, National Lesbian Gay Journalists Association (to present)