

Rebecca H. Kaplan

201-707-6633

rebecca@rkstorystudio.com

www.rkstorystudio.com

I'm an experienced communications strategist, writer, editor, and healthcare advocate focused on helping key opinion leaders (KOLs) and organizations craft strategic narratives that drive results. I provide the expertise to strengthen your brand, develop impactful content, engage audiences on social media, and inspire meaningful action.

Experience

RK Story Studio, Port Chester, NY

Founder, Communications Strategist & Writer/Editor, May 2025 – Present

- Deliver strategic communications support to KOLs and organizations in the government, healthcare, and nonprofit sectors, creating compelling, results-driven messaging.
- Specialize in executive communications, content development (technical and consumer-facing), public affairs, social media strategy, and copyediting—tailored to engage diverse audiences and advance organizational goals.
- Clients include NewYork-Presbyterian, Columbia University Department of Neurosurgery, PAP Alliance, Michael J. Fox Foundation for Parkinson's Research, Everyday Health, the Galien Foundation, and the Endometriosis Foundation of America.

NewYork-Presbyterian, New York, NY

Manager, Physician Reputation Marketing, January 2023 – April 2025

- Led content development for the hospital system's content hub (NYP Advances) to meet the educational needs of healthcare professionals. Created editorial systems to streamline workflows and align stories with institutional priorities—from complex clinical care to groundbreaking research.
- Wrote and edited high-impact clinical content for NYP Advances. Interviewed top physicians from Columbia and Weill Cornell, authored over 70 feature articles, and edited more than 340 pieces across 28 specialties—resulting in a 34% increase in published content.
- Managed a team of freelance writers, assigning projects, coordinating expert interviews, and ensuring editorial consistency across all written content.
- Collaborated with PR, social, and consumer editorial teams to highlight major institutional milestones, including the world's first infant partial heart transplant and the first total artificial heart implant in a pediatric patient in the Northeast.

Crohn's & Colitis Foundation, New York, NY

Associate Director, Corporate Communications, June – December 2022

Associate Director, Marketing & Communications, January 2021 – June 2022

Manager, Public Affairs & Social Media, September 2016 – January 2021

Integrated Media Specialist, June 2015 – September 2016

- Created multi-channel content for diverse audiences, including press materials, social media posts, blog articles, direct mail, newsletters, websites, and educational brochures. Developed editorial style guidelines and promoted its use throughout the organization.
- Acted as the organizational media contact, pitching stories and managing press inquiries. Maintained daily engagement with the online patient community and built relationships with KOLs and influencers, including healthcare professionals, patient advocates, elected officials, athletes, and celebrities.
- Led executive communications and employee engagement efforts, ghostwriting for senior leadership, including the CEO. Managed the internal communications calendar and optimized newsletter performance (reaching over 300 staff nationwide) using ContactMonkey analytics. Coordinated monthly all-staff calls and bimonthly lunch-and-learns. Founded and chaired the employee mental health resource group and served as communications lead for diversity, equity, and inclusion initiatives.
- Developed and implemented a national social media strategy, increasing total audience across platforms by 49%. Collaborated cross-functionally to align content with research, education, fundraising, and advocacy objectives.
- Directed two annual disease awareness campaigns, generating over 14 million impressions and reaching over 100 million people through campaign hashtags. Served as marketing lead for ad hoc, non-branded campaigns in partnership with industry sponsors.
- Led communications strategy for FDA drug approval milestones, supporting messaging from clinical trials through approval and market release. Oversaw vendor relationships for public relations and campaign execution.

Rebecca H. Kaplan PR, New York, NY

Communications Consultant, July 2014 – June 2015

- Provided strategic communications consulting to various organizations, including NAMI Connecticut, the Crohn's & Colitis Foundation, Jewish Family Service of North Jersey, Athletes Brand, and Bellhops.

- Developed media strategies and custom content tailored to organizational goals.
- Supported B2C marketing efforts for a startup, helping launch pro-athlete–designed products and expand brand reach to over 20 million consumers.

American Jewish World Service (AJWS), New York, NY

Senior Press Officer, May 2013 – July 2014

- Managed all media relations for the organization, serving as the primary contact for press inquiries. Drafted pre-interview briefing memos, prepared executives for interviews, and provided staffing support. Responded rapidly to international crises affecting grantees across Africa, Asia, Latin America, and the Caribbean.
- Secured over 1,500 national and international media placements, including features in The New York Times, Wall Street Journal, The Guardian, The Chronicle of Philanthropy, and The Jewish Daily Forward—resulting in a 45% increase in media coverage.
- Led international digital campaigns for #BringOurGirlsBack and #FixFoodAid, reaching over 3 million people across platforms.
- Established and managed the executive social media presence for former President Ruth Messinger, launching and growing her Facebook and Twitter accounts.

Save the Sound, New Haven, CT

Director of Media Communications, January 2011 – May 2013

- Doubled organizational media coverage, securing over 600 press hits in two years. Led the development of a successful media and political strategy for SoundVision, a major bi-state initiative, resulting in over 150 media placements across New York and Connecticut.
- Increased Save the Sound’s digital visibility by 192.7% through innovative content and outreach. Launched the organization’s first blog on WordPress, generating over 9,700 views within the first eight months.
- Executed a live Twitter town hall with U.S. Senator Richard Blumenthal, driving 102,889 impressions and significantly expanding the organization’s reach.

Office of U.S. Senator Chris Dodd, Hartford, CT

Deputy Press Secretary, January 2010 – January 2011

Press Assistant, January 2009 – January 2010

- Managed media relations with key state reporters and facilitated national and local interviews on healthcare, banking, transportation, and foreign affairs. Prepared pre-interview memos and provided in-depth briefings ahead of media interviews and events.
- Planned and staffed over 100 high-profile events, including appearances with U.S. Cabinet Secretaries and former Presidents.
- Coordinated a weeklong statewide valedictory tour and created a multimedia timeline of the Senator’s public service career for state and national media.

Advocacy & Volunteer Experience

Member, American Society of Journalists and Authors (2026 – Present)

Member, Association of Healthcare Journalists (2025 – Present)

Member, National Association of Science Writers (2024 – Present)

Member, Ardelyx Patient Advisory Council (2023 – Present)

Communications Committee Member, Mental Health America (2023 – Present)

Member, Janssen Pharmaceuticals IBD Social Circle (2015)

Skills

Writing: AP, MLA, Chicago, and AMA Styles

Computer: Windows & Mac, Microsoft Office, Adobe Photoshop & InDesign (basic)

Email, Website, & CRM: ContactMonkey, WordPress, Drupal

Social Media: Facebook, X, Instagram, LinkedIn, Threads, YouTube, Sprinklr, HubSpot

Education

Bachelor of Arts, Political Communications (self-designed major), May 2008

Binghamton University (Binghamton, NY)