

# CINDYHANSON

---

3/30 Frederick St., Waltham, Christchurch, NZ 8011 • T: 64 022 088 1911 • E: hansonguam@gmail.com • [www.linkedin.com/in/cindymhanson](http://www.linkedin.com/in/cindymhanson) • [www.inkandaudiomedia.com](http://www.inkandaudiomedia.com)

## STRATEGIC COMMUNICATIONS & PUBLIC AFFAIRS LEADER

Health | Government | Advocacy | Crisis Communication

Senior communications professional with more than 20 years' experience across public health, government, and community organisations. Background includes serving as a hospital spokesperson, legislative communications advisor, and executive speechwriter. Skilled in crisis communication, stakeholder engagement, media relations, and advocacy storytelling. Mission-driven leader who strengthens public trust through clear, responsible communication.

---

## PROFESSIONAL EXPERIENCE

### Training Coordinator

Orbit Marketing, Christchurch | 2025

- Short-term transitional role supporting promotional team coordination and training delivery
- 

### Public Information Officer

Guam Memorial Hospital Authority | 2022–2025

- Served as hospital spokesperson and led Communications & Public Affairs for a government hospital system
  - Led media relations and public messaging for a government hospital system serving a diverse regional community
  - Advised executive leadership on crisis and emergency communications
  - Managed public information during high-profile and sensitive situations
  - Developed public education materials, newsletters, and stakeholder communications
  - Strengthened community trust through consistent and transparent messaging
- 

### Communications & Social Media Specialist

Guam Regional Medical City | 2017–2022

- Led hospital communications strategy and digital engagement initiatives
  - Managed media relations and crisis communications
  - Developed patient-facing materials and internal communications
  - Supported executive leadership with messaging and public engagement
- 

### Legislative Research Analyst & Communications Advisor

31st Guam Legislature | 2010–2011

- Drafted legislative resolutions, speeches, and official correspondence
- Conducted policy research and issue analysis for elected officials

- Produced the Legislature’s first Citizen-Centric Reports
  - Supported executive communication strategy and public accountability initiatives
- 

### **Editor & Media Liaison**

**Office of the Governor of Guam | 2009–2010**

- Prepared speeches, press releases, and official statements
  - Coordinated media engagement and public messaging
  - Edited executive communications for clarity and impact
- 

### **Founder & Communications Consultant**

**Independent Media & Advocacy Work | 1994–Present**

- Provided strategic communications and public relations consulting
  - Developed campaign messaging and community engagement initiatives
  - Founded and led youth advocacy and anti-bullying initiatives focused on community education and prevention
  - Produced storytelling campaigns to support community wellbeing
- 

## **EARLIER CAREER IN BROADCASTING & MEDIA LEADERSHIP (1983–2006)**

Progressed through senior roles in radio broadcasting, advertising, and production management, including Program Director, Production Manager, and Senior Account Manager. Extensive experience in live media, executive voice communication, public speaking, and campaign development.

Foundation in audience engagement and public messaging that continues to inform strategic communications work.

---

## **EDUCATION**

Bachelor of Arts (Honours), Communication – University of Guam  
Mass Communication Studies – University of Canterbury

---

## **CORE EXPERTISE**

Crisis & Emergency Communication  
Public Affairs & Government Relations  
Media Relations & Reputation Management  
Advocacy & Community Engagement  
Executive Speechwriting  
Stakeholder Communication  
Broadcast & Public Speaking

---