

Profile

I am a creative problem solver with a proven track record in overseeing internal and external communications across diverse physical and digital platforms; experienced in ensuring a consistent and compelling visual presentation. I believe that communication is the basis of all art. The taking of a feeling, dream, or mood and creating a visceral reaction in the viewer to forge a connection.

Skills

Photoshop CC | Illustrator CC | InDesign CC | Dreamweaver CC | Premier Pro CC | Microsoft Office | Print Design | Digital Design | Brand Management | Project Management | Vendor Relations | Environmental Design | Pre-Press File Prep | Artwork Proofing and Approval | Illustration | Concept Comps | Proofreading | Event Management | Video Editing | Database Management | Bootstrap | UI/UX | Acrobat | Wordpress | Carousel | Social media and website analytics

Experience

The Floating Hospital | New York City, NY

01/2011 - Present

Visual and Branding Manager

- Directed the design and execution of comprehensive signage for a three-floor medical clinic, significantly improving patient navigation and overall experience.
- Program and deploy multimedia content for waiting room displays, optimizing patient engagement.
- Produce and distribute monthly performance reports on social media, email campaigns, and website analytics to inform strategy and stakeholder decision-making.
- Manage brand reputation through proactive response and engagement on platforms such as Google Reviews, maintaining a positive public image.
- Lead the development and production of internal and external communications, ensuring consistent alignment with the organization's visual identity and tone.
- Design culturally sensitive outreach materials for underserved communities, including families in temporary housing and the Health Education department, increasing accessibility and program visibility.
- Supported the successful launch of an in-house pharmacy, developing a cohesive sub-brand and visual collateral.
- Oversee procurement and production of branded merchandise, reinforcing brand awareness across multiple audiences and events.
- Provide design and logistical support for flagship events including annual fundraising gala and semi-annual wellness events.
- Administer the organization's WordPress-based website, managing user access, troubleshooting technical issues, and publishing updates to maintain digital presence.
- Coordinated successful audit preparation for HRSA (Health Resources and Services Administration), ensuring compliance with government funding requirements.

Executive Assistant

- Acted as gatekeeper for executive communications, ensuring high-priority items received prompt attention and strategic follow-up.
- Managed complex scheduling across multiple executive calendars, facilitating leadership meetings, staff coordination, and external partnerships.
- Organized and executed monthly Board of Directors meetings, compiling agenda packets, presentations, and meeting minutes.
- Oversaw onboarding and compliance training for all Board members, ensuring adherence to governance requirements.
- Supported preparation and submission of critical regulatory documents and funding applications, including city, state, and federal grants and licenses for program expansion.

Education & Certifications on following page.



Education & Certifications

Syracuse University, Syracuse, NY
Bachelor of Fine Art: Illustration

Udemy

- Adobe Illustrator Essentials
- Adobe Photoshop Essentials
- Advanced Adobe Illustrator
- Advanced Adobe Photoshop
- Adobe Premiere Pro Essentials
- Complete Graphic Design for Beginners
- Graphic Design Master Class: The Next Level
- Graphic Design Masterclass: Learn Great Design

Linked In Learning

- Project Management Foundations**
- Package Design Project: Paperboard Food Packaging
- Print Production: Packaging
- Learning Print Production
- Business Analytics: Marketing Data
- Presenting Digital Marketing Data
- Foundations of Performance Management
- Email Marketing: Strategy and Optimization
- Marketing: How to Use High-Impact Storytelling*
- Email Marketing Foundations
- Digital Marketing Tools: Create a Marketing Campaign from Start to Finish
- Ten Habits of Great Problem-Solvers*
- Marketing Analytics: Presenting Digital Marketing Data
- Foundations of Performance Management*
- Be the Manager People Won't Leave
- Managing Teams*
- Digital Strategy *

* Project Management Institute certified
^ CPE credits granted





Sean O'Keefe

s.p.okeefe@gmail.com | 646.320.3604
spokeefe.com



Clinic Communications

I was responsible for internal forms and signage as well as announcements, posters and forms that were used in and around the clinic to inform the patient and assist in their registration experience.

THE FLOATING HOSPITAL

Employee or Contractor Request for Network Access

TODAY'S DATE: START DATE:

EMPLOYEE INFORMATION

Employee full name: Date of birth:

Position: Credentials: Site:

Department: Department supervisor:

☐ New employee ☐ New contractor ☐ Existing user ☐ Temporary ☐ On-Hire

SECURITY AND EMAIL EHR ACCESS

☐ Network account ☐ Miscellaneous needs:

☐ Email ☐ Encrypted Email

☐ Fax access Line number:

☐ VFC access

☐ Internet: ☐ Full ☐ Partial ☐ None

☐ DEA ☐ HR account ☐ Athena ☐ Chemix

Issue Date: Exp. Date: ☐ Access similar to:

Registration Address: ☐ DIC ☐ Billing/Coding Super ☐ Billing/Coder

☐ DA ☐ MA/LRN ☐ Provider ☐ Reporting

☐ MHI Case Manager ☐ Other

License: Exp. Date:

NPI: ☐ Remote Access

NETWORK LOCATIONS ACCESS

☐ Shared Drive Folder Access: ☐ TPA Forms ☐ P&P ☐ Mental Health ☐ Billing ☐ ACS ☐ Finance ☐ Grants ☐ Health Ed

☐ Other:

HARDWARE AND SOFTWARE

☐ Desktop ☐ Additional Microsoft software applications:

☐ Laptop

☐ Multifunction printer

☐ Other hardware/software:

☐ Privacy screen protector

☐ Printer access, Location:

☐ Mobile Access/Pro ☐ L/C Soft Email Group

TELEPHONY CELL PHONE/WIRELESS INTERNET

☐ Desk phone ☐ Cell phone

☐ Wireless headset ☐ WiFi device

NAME: SIGNATURE DATE

Department Head

Security Officer / HR Staff

network access form

Access the patient portal online and via the app!

► **Get your records**

Once logged in you can:

- View and print your medical summaries, lab results, and immunization records
- Request medication refills
- Request referrals
- Communicate securely with your provider day or night
- Pay your bill with a click
- Start your telehealth visit
- Check in for your visit

►► **Register**

To create your account go online to:
<https://22829-1.portal.athenahealth.com> and create your account, or provide your email address or phone number to the front desk staff so they can help you register

►►► **Use the Online Portal**

To access the portal, type this URL into your web browser:
<https://22829-1.portal.athenahealth.com> and sign in with your email address and password, then click "log in"

►►► **Get our new app!**

Download the athenaPatient app from the App Store or Google Play Store

- Log in with your patient portal email address and password

What if I've forgotten my password?

If you've forgotten your password, it can be reset either online, through the app, or the front desk staff can help retrieve it for you.

THE FLOATING HOSPITAL

patient portal flyer

Covid-19 Vaccines Here

THE FLOATING HOSPITAL

vaccine poster

STAFF

ASK ME!

THE FLOATING HOSPITAL

patient greeter badge

nut allergy poster

ATTENTION

Nuts present.

Please advise us of any allergies.

ATENCIÓN

Nueces presentes.

Por favor avisenos de cualquier alergia.

THE FLOATING HOSPITAL

migrant insurance information postcard

Need help enrolling in health insurance?

Visit the **Asylum Seeker Resource Navigation Center**. Among the services and resources available, they are able to assist you in finding and enrolling in the health insurance plan that is right for you. Appointments are necessary and walk-ins are welcome.

American Red Cross
520 W 49th St
New York, NY 10019
Hours: M - F 9:00AM - 5:00PM

Or visit one of the **satellite sites** for additional services!

Make the Road NY - www.maketheroadny.org

► **Queens**
92-10 Roosevelt Ave
Jackson Heights, NY 11372
Hours: M - Th 8:30AM - 6:00PM

► **Brooklyn**
301 Grove St
Brooklyn, NY 11237
Hours: M - Th 8:30AM - 6:00PM

For more information, call Ask MOIA at 212-788-7654 or e-mail askmoia@cityhall.nyc.gov

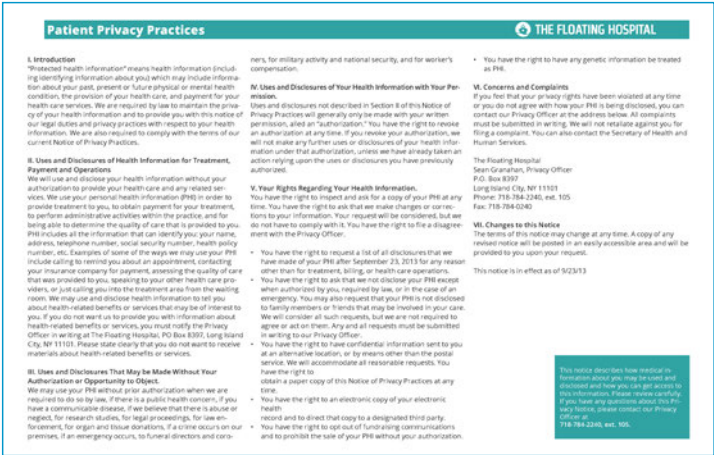
THE FLOATING HOSPITAL



Waiting Room Video

After familiarizing myself with Adobe Premier Pro, I created short video loops cutting together content we already had matching the timing of the slide transitions, creating interstitials to advertise various programs and events, required patient information, and simple animations. This increased patient awareness and satisfaction with our waiting room experience.

<http://www.youtube.com/@Sean-P-OKeefe>





Outreach

Supported our outreach efforts within the family shelter system and the community at large. This included creating fliers, postcards, and leave behind promotional items.



families in temporary housing logo

THE FLOATING HOSPITAL

Need to see a doctor, call 718-784-2240

Better health by the numbers!

Track the #'s important to your health!

What your numbers tell you

Doctors use results from the screenings below to help them assess the health of your health. High numbers can indicate that you are at risk for developing heart disease, stroke, diabetes. Use this guide to track your numbers.

Blood Glucose - Age 18 & over: Annually to screen for diabetes.
Blood Pressure - Age 18 & over: Annually to screen for hypertension; more frequently if it's over 130/90.
Cholesterol - Age 12 & over: Annually; more frequently if you're at increased risk for heart disease.
Weight - At each visit to your doctor, who will calculate your body mass index (BMI). A waist measurement may also be taken.

Cholesterol

Cholesterol tests check the levels of your total blood cholesterol, LDL, HDL, and triglycerides.

Total Blood Cholesterol

Less than 200 mg/dL	Desirable
200-239 mg/dL	Borderline high
240 mg/dL and above	High

LDL

Your LDL goal depends on your risk for heart disease and a case. Ask your doctor to determine your risk.

Less than 100 mg/dL	Desirable
100-129 mg/dL	Borderline high
130-159 mg/dL	High
160 mg/dL and above	Very high

HDL

Less than 40 mg/dL for men and 50 mg/dL for women indicates the risk for heart disease.

Triglycerides

Less than 150 mg/dL	Normal
150-199 mg/dL	Borderline high
200-499 mg/dL	High
500 mg/dL and above	Very high

Blood Glucose

A blood glucose test measures the amount of sugar in the blood. Your doctor can utilize a few different tests to diagnose and monitor diabetes.

HgA1c Fasting Glucose Ranges

Less than 5.7	Less than 100
5.7-6.4	100-125
6.5 & above	130 & over

Blood Pressure

Alert your doctor if your blood pressure readings are consistently over 130/80.

Blood Pressure Ranges

Systolic (top #)	Diastolic (bottom #)	Category
Less than 120	Less than 80	Normal
120-139	80-89	Prehypertension
140-159	90-99	Hypertension Stage 1
160 & over	100 & over	Hypertension Stage 2
180 & over	110 & over	Hypertensive Crisis

Emergency care needed

Body Composition

Body mass index (BMI) is a measure of your weight relative to your height. Your waist measurement indicates abdominal fat. In combination, these numbers indicate whether you are overweight or obese and at risk for a variety of health problems.

BMI Levels

Below 18.5	Underweight
18.5-24.9	Normal
25.0-29.9	Overweight
30.0 & over	Obese

(To calculate your BMI, divide your weight in pounds by height in inches times height in inches times 703.)

Waist Measurement

Men

Over 40" indicates increased risk for heart-related problems.

Women

Over 35" indicates increased risk for heart-related problems.

KEEP TRACK OF YOUR NUMBERS

Date of Screening					
Blood Pressure	High				
Total Cholesterol					
LDL					
HDL					
Triglycerides					
Weight					
BMI					
Waist					

double fold healthcare statistic tracking card

THE FLOATING HOSPITAL

STDs & HIV

Wednesday February 26th

12:00PM

ROOM 422

Please contact your case worker for more information.

Learn:

- What are STIs & HIV
- Viral STIs vs Bacterial STIs
- Transmission & Prevention
- Treatments including PREP & PEP

Food & Drinks! Raffles & Give Aways!

www.thefloatinghospital.org

sti & hiv workshop flyer for shelter based clients

THE FLOATING HOSPITAL

Information

READY TO QUIT

Find out more

Wed., May 29th

11am - 12pm

Jacob Riis Cafeteria

1025 41st St., LIC, 11101

www.thefloatinghospital.org

smoking cessation group flyer

THE FLOATING HOSPITAL

Sea Fun!

children's sticker book for health education

GOOD HEALTH Pharmacy

25-01 Queens Plaza North LIC, NY 11101

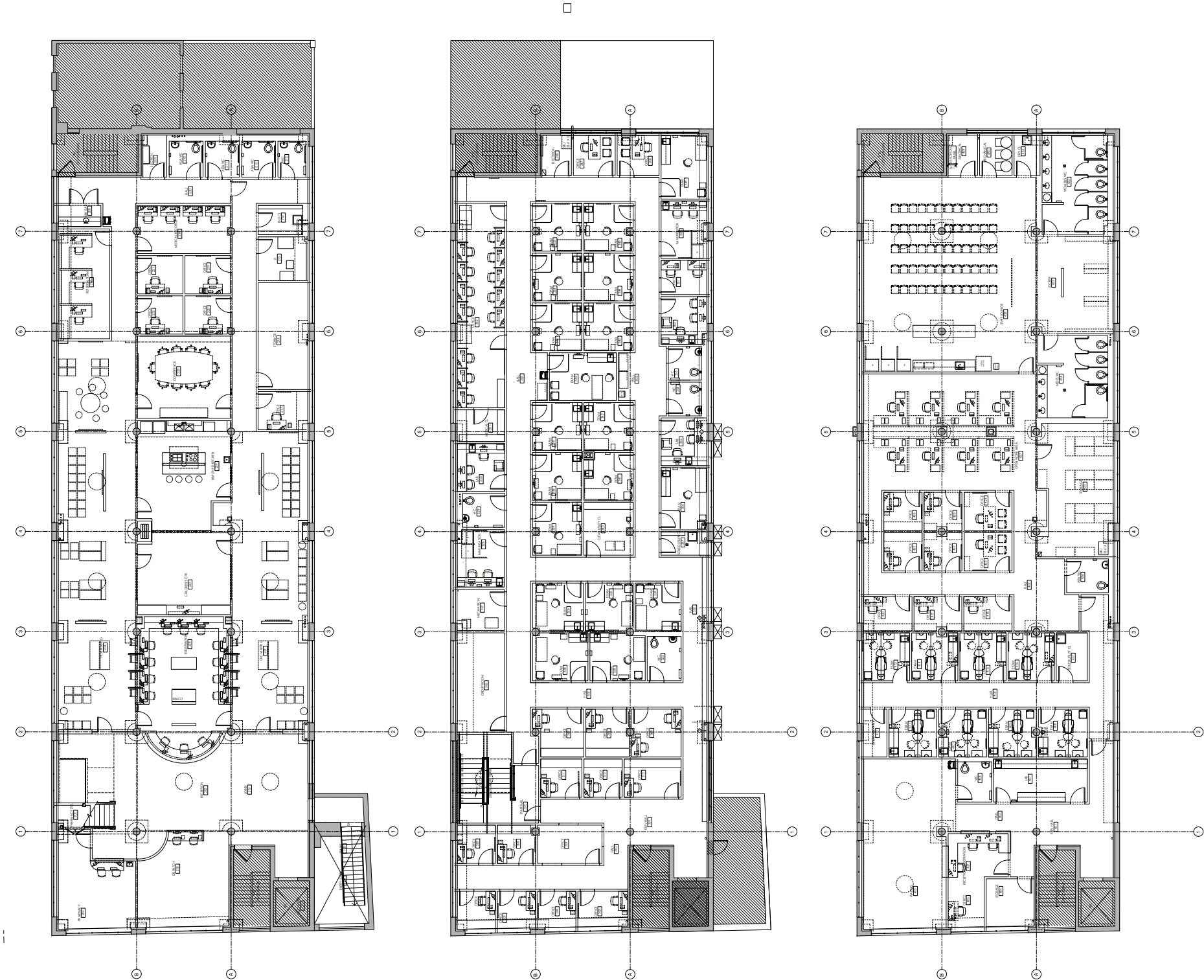
914-556-2511

promotional items



Environmental /Experiential for New Three Story Facility

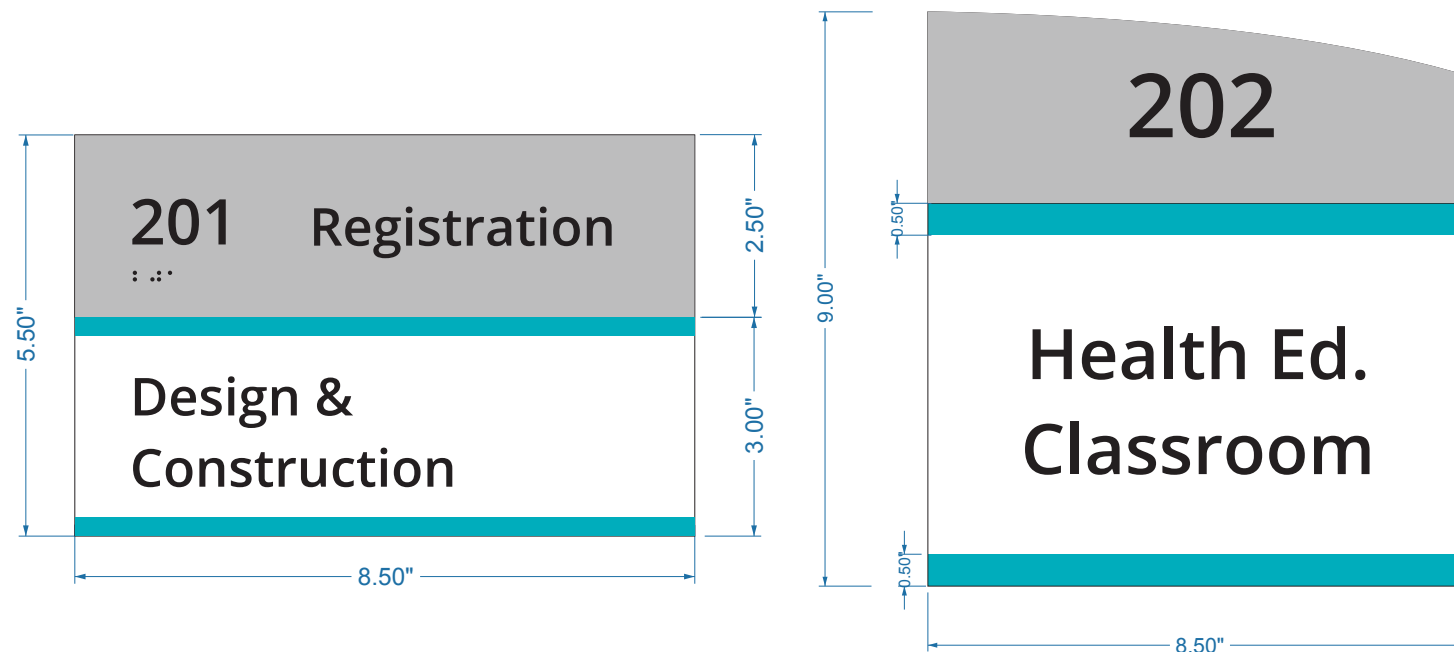
Partnering with the clinic stakeholders across multiple departments to address the clinic flow needs, I worked with the vendor to design the signage system consisting of over 100 room signs, sculptural elements, directionals, safety and fire code signs, all adhering to ADA, New York State Health Department and NYC Department of Buildings requirements. I was also the lead on the production and placement of the signage, assuring a smooth clinic experience for our clients.

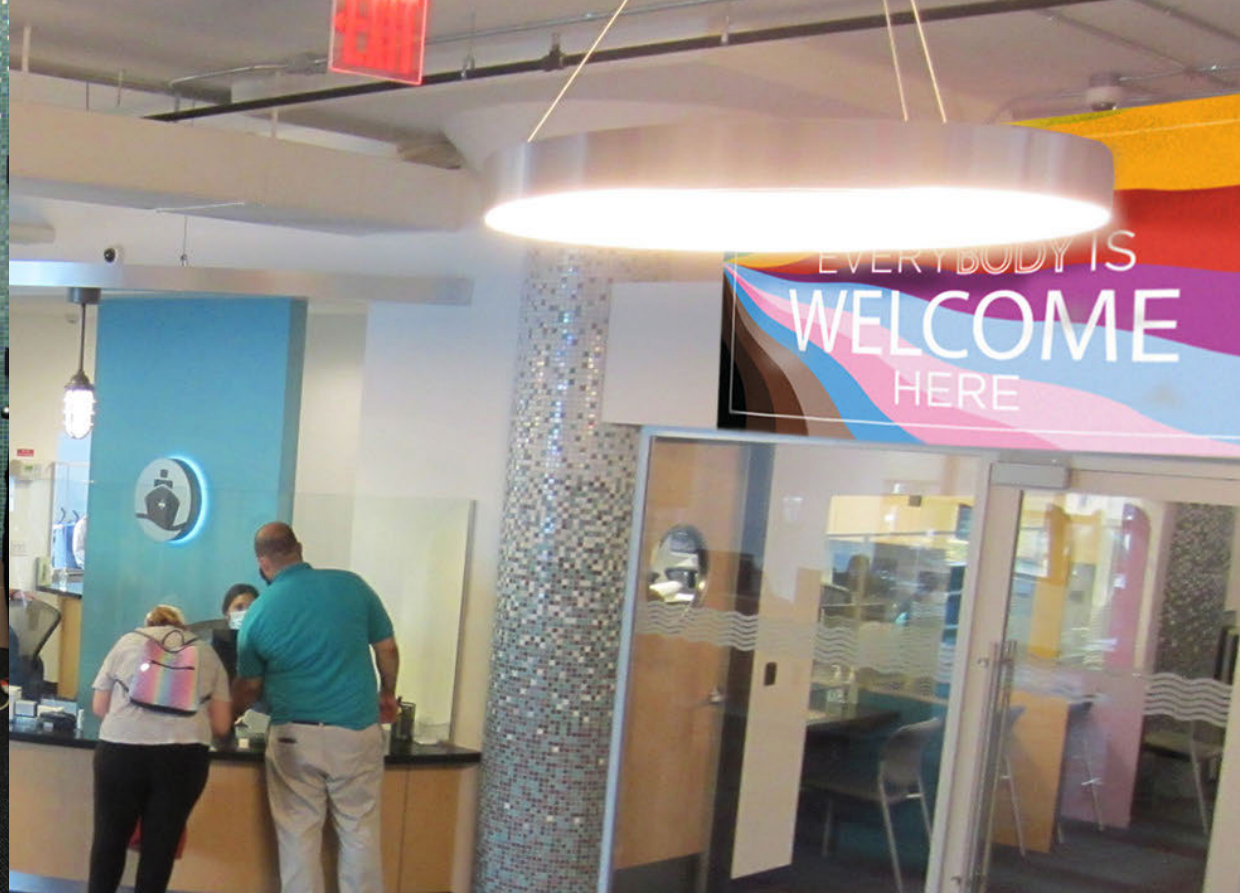


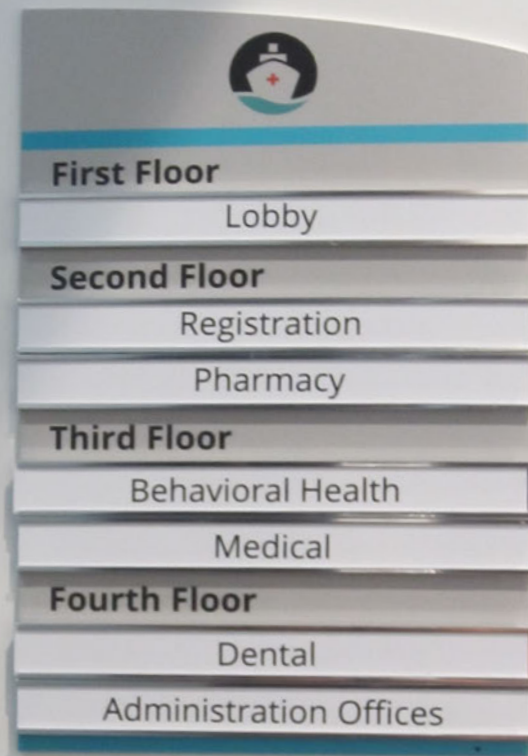


Environmental /Experiential for New Three Story Facility

Working with the vendor, we designed ADA compliant room signs with slot so that the practitioner's name could be inserted. This allows for them to utilize multiple rooms creating a smoother clinic flow and resulting in increased visit capacity.









Website

I began by sketching a loose wireframe in Adobe Illustrator to block out the basic layout and feel. After learning how to leverage the bootstrap CSS framework in Dreamweaver, I was able to add functionality that retained the spirit of my concept.

