

**Erika Fitzpatrick**  
**Selected Portfolio Items\***

\* Items performed as editorial director of Aptive.

**Articles and Blogs (writing, editing, strategy)\***

VA Careers Recruitment Marketing (consistently achieved large numbers of views with profiles, news stories and listicles; recent items listed in reverse chronological order)

- [VA recruitment video shines light on Veterans Crisis Line responders](#) | Feb. 25, 2020 | 1,000 views
- [Health executive credits VA with post-military career rise](#) | Feb. 12, 2020 | 1,000 views
- [Discover the total rewards of a career caring for Veterans](#) | Feb. 11, 2020 | 2,000 views
- [Five VA jobs you may qualify for with military training](#) | Jan. 28, 2020 | 21,000 views (cross-posted in collaboration with G.I. Jobs, which boosted views)
- [VA's cutting-edge technology helps physicians provide top-notch Veteran care](#) | Dec. 28, 2019 | 3,000 views
- [Lead change in Veterans' health care as a VAMC executive director](#) | Dec. 19 | 2,000 views
- [Five things to include on your nursing resume to VA](#) | Dec. 6 | 8,000 views
- [Seven confidence boosters for Veterans transitioning to a civilian career](#) | Dec. 3 | 1,000 views
- [Five highly valued skills Veterans bring to VA careers](#) | Nov. 15 | 3,000 views
- [Make a difference in Veterans' lives as a crisis line responder](#) | Oct. 18 | 5,000 views
- [Change agent transforms the way VA serves Veterans](#) | Oct. 9 | 3,000 views
- [Dr. Stone testifies on community care success, recruitment needs](#) | Oct. 4 | 1,000 views

**Brochures and Reports (writing, editing, strategy)\***

Mended Hearts Heart Guide (garnered Clearmark Award)

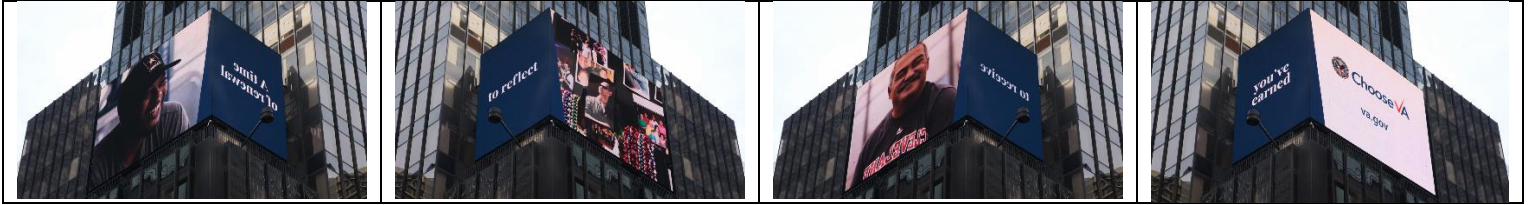
<http://www.myheartguide.org>

Total Rewards of a VA Career (rolled out [on the web](#) and drafted/implemented the marketing strategy in late 2019 that quickly achieved thousands of views and demands for more products)

<p>Make it your Mission to Heal and Care for Veterans</p> <p>Total Rewards of VA Employment PHYSICIAN CAREERS</p>	<p>U.S. Department of Veterans Affairs</p> <p>MAKE IT YOUR MISSION to Heal and Care for Veterans</p> <p>Total Rewards of VA Employment PHYSICIAN CAREERS</p>	<p>U.S. Department of Veterans Affairs          Total Rewards of VA Employment          Marketing Collateral Plan          Task 06   Dec. 12, 2019</p> <p>Overview</p> <p>The U.S. Department of Veterans Affairs (VA) needs to recruit and retain a highly qualified healthcare workforce to care for the nation's Veterans. One of the best ways to attract and retain this workforce is to promote the comprehensive benefits and opportunities available. The Total Rewards of VA Employment is a new recruitment and retention tool that provides a clear and concise overview of the benefits and opportunities available to Veterans who choose to work for the VA. This document is a key component of the Total Rewards of VA Employment marketing strategy, which is designed to increase awareness of the benefits and opportunities available to Veterans who choose to work for the VA.</p> <p>About this Plan</p> <p>This plan provides a clear and concise overview of the benefits and opportunities available to Veterans who choose to work for the VA. It is designed to be used as a marketing tool to increase awareness of the benefits and opportunities available to Veterans who choose to work for the VA.</p> <p>Key messages include:</p> <ul style="list-style-type: none"> <li>• Comprehensive benefits: VA offers a comprehensive benefits package, including medical, dental, vision, life insurance, and more.</li> <li>• Flexible work schedules: VA offers flexible work schedules, including telework and compressed workweeks.</li> <li>• Career development: VA offers a variety of career development opportunities, including training, education, and professional development.</li> </ul> <p>Audiences</p> <ul style="list-style-type: none"> <li>• VA Career Professionals</li> <li>• VA Career Candidates</li> <li>• VA Career Partners</li> <li>• VA Career Stakeholders</li> </ul>
<p><a href="#">Flyer</a></p>	<p><a href="#">Brochure</a></p>	<p>Marketing Strategy</p>

**Copywriting\***

Choose VA Ad Copy Featured in Times Square, New York City, During Holiday Season



**Hepatitis C Ad Campaign (copywriting, strategy, management of 18-city campaign)\***

Led Aptive's out-of-home ad copy used a peer-to-peer message — I'm free of hepatitis C, you can be, too — to communicate how VA can help veterans get tested and treated. The campaign contributed to VA's success in connecting 100,000 veterans with a cure for hepatitis C.



**Veteran**  
**Born between 1945 and 1965**  
**? Living with hepatitis C**

Not knowing can put your health at risk. Often symptom-free, hepatitis C can lead to liver damage and even cancer. With new, advanced treatments, most can be cured of the disease.

If you're enrolled in VA, ask your doctor about hepatitis C testing and treatment.

Don't hope you're free of hepatitis C. Know for sure.  
 — Mark, a Veteran free of hep C

U.S. Department of Veterans Affairs  
 Learn more at [www.hepatitis.va.gov](http://www.hepatitis.va.gov)

Bus Tails	10 units as budgeted – 238,820 impressions	35 units as added value – 835,870 impressions
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## Marketing Collateral\*

### Military Financial Readiness Posters

- [TSP: Coffee Cup Contribution Plan](#)
- [TSP: Feast on more savings in retirement](#)
- [TSP: Walk the red carpet to retirement](#)

## Marketing and Public Relations Copy\*

### Case Studies ([and more](#))

- [Communicating Geospatial Informatics](#)
- [Encouraging Hepatitis C Testing and Treatment](#)
- [Ending Veteran Homelessness](#)
- [Promoting Military Financial Readiness](#)

### Toolkits (won two MarCom awards)

Led the creation of content for employee- and partner-focused toolkits on housing and employing veterans, which won MarCom awards for the ending veteran homelessness project team.



### Opinion Editorials

#### **Guest Opinion: Nationwide, Proof That Ending Veteran Homelessness Is Possible** | August 2016

*For Bob McDonald, VA secretary and Julian Castro, HUD secretary; ran in McClatchy and four papers*

- Taunton Daily Gazette: <http://www.tauntongazette.com/opinion/20160811/guest-opinion-nationwide-proof-that-ending-veteran-homelessness-is-possible>
- The Vindicator: <http://www.vindy.com/news/2016/aug/11/ending-veteran-homelessness-is-possible/>
- Record Searchlight: <http://www.redding.com/opinion/columnists/ending-veteran-homelessness-is-possible-39a75273-0bb2-076a-e053-0100007fe4d6-389678371.html>
- The Times-Tribune: <http://thetimes-tribune.com/opinion/all-out-war-on-vet-homelessness-1.2076486>

#### **[Leading the Way to End Veteran Homelessness](#)** | Dec. 6, 2017

*for Dee Walsh, Executive Vice President for Network and Corporate Affairs, Housing Partnership Network*

### Selected Proposal Wins\*

- Secured multiple winning bids, including multimillion-dollar efforts to rebrand veteran health centers and recruit health care professionals to work at the U.S. Department of Veterans Affairs (VA).
- Helped win bids for critical strategic communications contract vehicles and myriad proposals for VA, including SOSS and VECTOR and for the departments of Defense and Transportation.
- Helped the D.C. government win two federal grants, obtaining critical health funding for vulnerable populations in the D.C. region.