

JENNIFER DAVIDSON HEDGLIN

64 Morningside Drive, Rockland, MA 02370 • JNDKane@gmail.com • (339) 793 3170

EDUCATION

RUTGERS UNIVERSITY, School of Communication and Information

Post-Graduate Public Relations Certificate

Course work included: Strategic Public Relations, Building a Successful Brand, Integrated Marketing Communication, Smart Public Relations Measurement, Advanced Public Relations Writing, and Social Media Strategies

Other Post-Graduate Education: Graphic Design, Website Design, Photography I, Photojournalism and Photography 2, Video Editing, History of TV, Computer Review of all Microsoft Suite and Adobe Software Applications

THE CATHOLIC UNIVERSITY OF AMERICA

Washington, D.C.

B.S.N., Bachelor of Science in Nursing

NURSING EXPERIENCE

Dana Farber Cancer Institute

Boston, MA

Clinical Nurse Educator

Clinical Research Nurse CCTI (formally EDDC)

- Assume nursing care responsibilities for a defined group of patients within the program, including but not limited to assessment, education, coordination, and documentation
- Provide clinical care, monitoring, and follow-up of patients
- Act as a liaison between the various areas of patient care to ensure continuity
- Precept Newly Licensed Nurses as needed throughout the program

Co-Authorship

- Article: Phase I Study of the HSP90 inhibitor Onalespib in combination with AT7519, a CDK9 inhibitor, in patients with advanced solid tumors
- Manuscript Phase II Clinical Trial of Everolimus in a Pan-Cancer Cohort of Patients with mTOR Pathway Alterations
- Manuscript: Phase I combination study of the CHK1 inhibitor prexasertib (LY2606368) and olaparib in patients with high-grade serous ovarian cancer and other advanced solid tumors

Contributions and Participation:

- iCRN documentation QI Project and Task Force
- Oral Drug Shipment Project Mar-Jul 2020
- Contributed to building the CCTI Database in Microsoft Teams
- Participating in Research Scheduling Foundations Education

Membership and Attendance:

- Reiki Level 1 & 2 Certifications
- Acupressure for Nursing
- Adult Ambulatory Nursing Informatics Committee Member
- NLN Steering Committee Member
- Poster presentation at 2020 IACRN 12th Annual Conference
- Treasurer of the IACRN Boston Chapter
- Member of BONS

Hebrew Senior Life

Dedham, MA

Per Diem Staff RN Department: Recuperative Services Unit

- Cared for sub-acute and long-term patients, worked approximately 16-40 hours a week on short term assignments, cared for patients across the lifespan, worked days and overnights, used Medi-tech, Omnicell, and performed admissions and discharges, care planning, and MDS 3.0 submissions
- Selected to participate in chart audits, which resulted in a deficiency free survey by the Department of Public Health

Medical Acute Care Unit

Roslindale, MA

Full Time Staff RN Department: Medical Acute Care Unit

- Cared for acutely ill patients of all specialties, cared for patients across the lifespan, responsible for admissions/discharges,
- Worked with Ventilators, Telemetry, Surgical and Medical patients, responsible for calibrating drip medications, Code Team

Wingate at Brighton Rehabilitation Center

Brighton, MA

Department Head- MMQ Coordinator

- Responsible for all staff monitoring of documentation, nursing summaries, Medicaid patient claims
- Performed and drafted in-services of documentation requirements for staff
- Conducted a faultless state MMQ audit with an additional increase in facility reimbursement
- Selected to be a Patient Ambassador for quality and customer service improvement

Full Time Weekend Charge RN and Staff Nurse Department: Sub-acute and Long-Term Care Units

- Supervised all sub-acute staff

- Assisted the Rehabilitation Manager during the week by facilitating communication between physicians and staff
- Responsible for all admissions, transfers, and discharges
- Occasional Night Supervisor; long term care patients, patients returning from surgery and the geriatric population

Bay Path Rehabilitation and Nursing Center

Duxbury, MA

Part Time Staff RN Department: Long Term Care Unit

- Cared for long term care patients, patients returning from surgery and the geriatric population
- Obtained and Attended 2-day IV Certification Class

Penn State Milton S. Hershey Medical Center

Hershey, PA

Full Time Staff RN Department 5 Acute Care: Trauma, Transplant, Surgical Oncology & General Surgery

- Post-Surgical & Complex Medical patients, Telemetry, Trauma, Colorectal, Transplant, Surgical-Oncology, Hospice
- Quality of Work Life Nursing Council

Midland Memorial Hospital

Midland, TX

Full Time Staff RN Department of Neurology, Orthopedic Surgery and Neurosurgery

- Versant Nurse Residency, Super Pump User, Viper Trauma Team for Orthopedic Patients, Team Leader (Charge Nurse)

MEDIA/ ADMINISTRATIVE EXPERIENCE

HAVAS

Boston, MA

Media strategy, planning, and buying advertising agency

Digital Investment Buyer/Planner

Utilized internal and syndicated data sources to identify and recommend media vendors that deliver on client/campaign objectives for direct (contextually placed) site buys

- Managed annual collaborative budgets across campaigns of \$75MM
- Helped prepare index table to benchmark rates for new publishing partners
- Lead the preparation and submission of RFPs (Request for Proposal) to prospective site partners
- Participated in assessment of responses with team
- Participated in negotiation for favorable rates, value and investment terms for direct site buys
- Contributed to client status report on behalf of Digital Investment team
- Oversaw creation of insertion orders through Prisma system, drive updates as necessary with optimizations
- Provided media plan and spec sheet to creative team and/or brand for trafficking
- Partnered with Ad Ops team to monitor tagging efforts and QA process, ensuring go live readiness
- Reviewed draft billing for client invoicing and support any resolution of discrepant invoicing
- Documented all rate and added value detail by vendor for use in future negotiation
- Partnered with Analytics to review, analyze and optimize Digital plans to best performing partners & placements & provide back Connection Planning for consolidated regular reporting back to client
- Met with vendor sales representatives to obtain information about their products
- Assisted in set up of vendor connections including sit-down meetings, phone calls, and webinars
- Lead creative kick off calls with any media partner, if necessary, for creative and/or brand teams
- Provided support to Supervisor in creation of vendor and opportunity POVs for Fidelity
- Lead by example while developing, motivating and coaching the Digital Investment Associate

MEDIASTRUCTION

Norwell, MA

Media strategy, planning, and buying advertising agency

Media Planner/Buyer Hybrid Role

- Formulated strategic and targeted media plans that optimize clients' business objectives; leverage analytics and research to determine appropriate media mix, channels, and placements
- Served as the AE for Savings Institute Bank & Trust, Wilder Companies, Acura of Augusta; assist on the accounts of Feld Entertainment, Prime Motor Group, & Peak Resorts; worked with annual budgets of \$150K to \$2M
- Monitored campaign delivery, rectifying over/under delivery issues with vendors
- Analyzed campaign effectiveness, highlighting relevant learnings that informed future campaigns
- Negotiated rates, book media space, and adjust media schedules in response to performance; develop and maintain strong relationships with clients and media partners

Account Coordinator

- Managed clients' budgets, make-goods, invoicing, and billing
- Improved and standardized day-to-day systems and procedures by creating flowcharts showing activity and budgets, elevating time efficiencies by 25%