

Debra Bresnan

Summary of Qualifications

Versatile writer, editor and communications consultant with 25+ years experience. Expertise: web content, corporate newsletters, case studies, feature articles, branded content, direct mail, human interest profiles, marketing / promotional materials, social media, grant writing. Widely published for corporate, commercial, entertainment, educational and non-profit purposes. Consistently positive client satisfaction levels. Highly self-motivated, detail-oriented, strong interpersonal and interviewing skills.

Professional Experience

Owner/Founder, DebraBresnan.com

1995 to present

Offering writing, editing and communications consultation services to select clients, including Fortune 500 companies; global manufacturers; medical professionals; music industry / recording companies; marketing & PR firms, web developers & graphic designers; universities; educators; non-profit organizations; entrepreneurs; small businesses. Current and recent clients:

- Today Media (2017-present) – branded content for web and print, including Ask A Top Lawyer and Great Medical Programs, among other highly specialized topic areas
- Westchester Medical Center (2016-present) – feature articles for web and print
- Southern New Hampshire University (2016-present) – feature articles, SEO content
- Ditto! Design! (2012-present) – web content, brochures, advertising, marketing / promotional materials
- Giles Communications / Yamaha Corporation of America (1995-present) – media releases, feature articles
- NYS Office of Economic Development / I Love NY (2010-2015) – web content
- NAMM Foundation / Support Music Coalition (2005-2013) – web content, 10th anniversary report
- America Online (1997-2000) – direct mail campaigns

Previous Employment

Prior positions included Publicity Director (Homespun Tapes, 1991-1996); Editorial Assistant (Public Affairs, Alumni and Development Office, SUNY New Paltz, 1990); and freelance feature article writing, newsletter editing, consulting, grant writing and other work for regional organizations and publishing companies.

Education and Training

- Bachelor of Arts, English, Westminster College, New Wilmington, PA
- Effective Management of Volunteer Programs, Jamestown Community College, Jamestown, NY
- Grantsmanship Training - presented by The Grantsmanship Center, Los Angeles, CA
- “Killer Web Content,” Gerry McGovern - presented by MarketingProfs Today, NYC
- Writing and communication workshops; beginning conversational Spanish

Research Grants

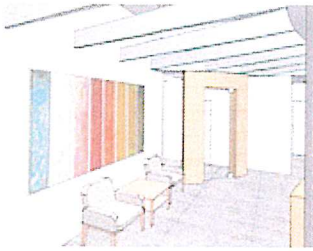
- Winston Churchill Traveling Fellowship awarded by The English-Speaking Union, NYC

Community Involvement

• Current – Kingston Land Trust, Board of Directors, Executive Committee (Secretary), Communications Committee; KingstonCitizens.org, Communications; Kingston Midtown Arts District (MAD), writing/marketing. Previous – Re>Think Local Hudson Valley; Sinterklaas Kingston Planning committee

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Gillis Architects PC
 Architecture that enhances
 the way you | Live | **Work** | Play |



Manhattan Law Firm

Expanded, Light-Infused New Facility Optimizes Desirable Location

This Manhattan law firm required larger facilities – roughly twice the size of their existing footprint – giving us the opportunity to renew a longstanding relationship.

After considering various locations, our client reappraised a 5,000 square foot suite in their current building. A favorable landlord relationship and a desirable location were undeniable advantages; however, the new leasehold required a complete renovation of the open style plan to create an appropriate brand image and meet their needs.

We created nine-foot high corridors to terminate in windows so daylight infuses the circulation spaces. Private offices are open to the 13-foot exposed structure above and lit by a single-ring, high-efficiency fixture. Maximum glass frontage takes further advantage of natural light and offers a view of the public corridor. Specially designed wood doors define each private office entrance.

Guests are greeted at a sweeping curved reception desk with radiating 'beams' illuminated by sprays of light, a distinctive feature conceived by the celebrated lighting designer, Howard Brandston.

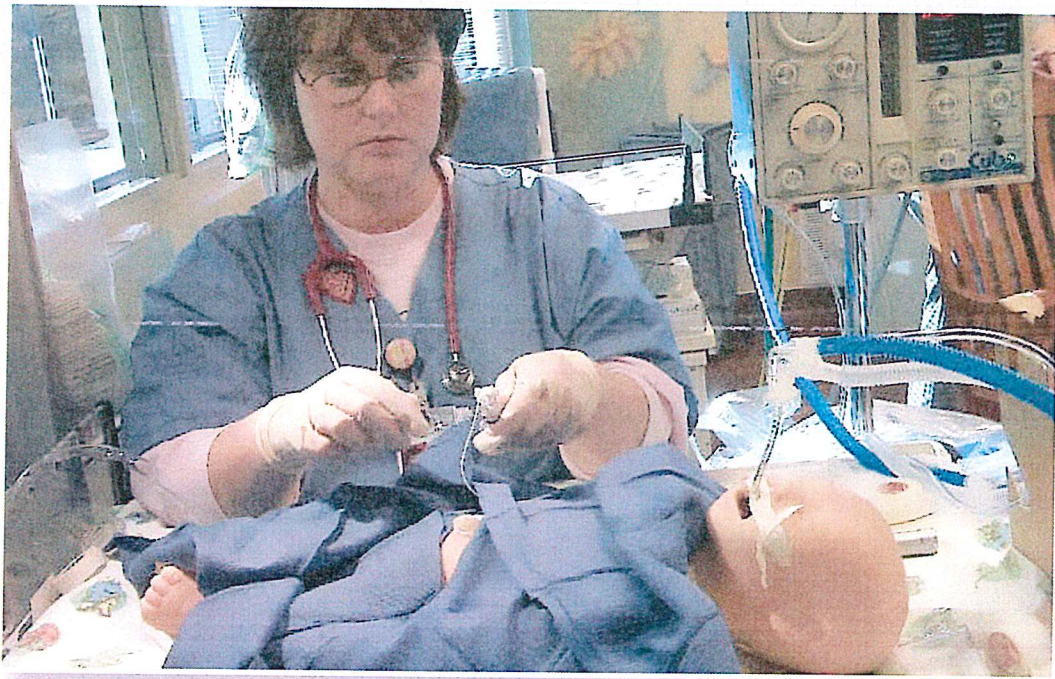
Two large conference rooms feature vaulted ceilings, and there are ample workspaces for Paralegals and Legal Administrative Assistants. The landlord's planned renovation of the elevator lobby included compatible features, such as polished concrete floors.

[Click here](#) to see more images of this law firm expansion project and [here](#) for a selection of previously completed projects.

For more information contact Ralph Gillis
 (212) 243-5330 or [email](#)

Vanderbilt University Hospital

SimNewB™ improves assessments and emergency response in Vanderbilt University Hospital's training program.



Nashville, TN

Vanderbilt University Hospital's 78-bed Neonatal Intensive Care Unit (NICU) in Nashville treats 1,200+ infants each year. The NICU, classified level 3-C by the American Academy of Pediatrics, provides critical care transport, both inbound and returning, as an integral part of its specialized care.

Tennessee is #5 in the U.S. for infant mortality and morbidity, and rural medical professionals are often the first-responders in high-risk deliveries. Vanderbilt determined that staff in small community hospitals would benefit from additional competency training and skill set refinement, and launched a program using SimNewB simulators to take simulation training on-the-road.



Laerdal[®]
helping save lives

Cost-effective, comprehensive training program targets rural community hospitals

At a neonatal conference, Vanderbilt's Perinatal Outreach Regional Educator Mary Lee Lemley, MSN, RNC, Clinical Nurse Specialist, Division of Neonatology, discovered a Laerdal exhibit of simulator babies.

Though training costs are often prohibitive for small community hospitals, the initial care following delivery greatly impacts the baby's future quality of life. Lemley gained approval to offer simulation and educational assistance with skill labs, mock codes, endotracheal intubation/chest tube labs and neonatal/pediatric assessments.

Between program launch on February 9, 2009 and April 27, 2010, Lemley took simulation training to nine hospitals and four universities in a nine-county area: 3,652 nurses, residents and respiratory therapists participated in quarterly hands-on training programs with a SimNewB simulator named "Isabel".

Isabel travels in car seat and stroller and is dressed in baby clothes, evidence of Lemley's commitment to realism. "I treat her with care so they can't help but show the same respect for her in a code situation," said Lemley. "During trainings, I sit behind the warmer so the focus is on Isabel."

"Using scenarios, we progress from basic assessments and skills to a full blown mega code, from a simple unscheduled delivery to a gradual progression of difficulty. Laerdal's new Advanced Neonatal Resuscitation Scenarios include deliveries ranging from rare (hydrops, diaphragmatic hernias) to more common situations (shoulder dystocias, meconium aspiration). With a battery and medical air, we take Isabel from delivery room to transporter to NICU without stopping the scenario."

The custom-designed program is available to at least 37 regional hospitals, and to several Vanderbilt classes and its transport team; a new four-phase simulator training program for residents in Vanderbilt's NICU and newborn nursery rotation will begin in 2010. Many more hospitals now want to develop or expand similar training programs.

Simulator training ensures more confident response and improved care

Early in the program, Lemley conducted a mock code. The neonatal nurse practitioners, registered nurses and respiratory therapists couldn't provide high quality compressions to administer epinephrine. She adapted the training: staff now treat Isabel while working normal shifts in their own environment and use all their own equipment and meds.

Many hospitals report changes in emergency response, and schedule quarterly mock codes for staff. Improved learner response and effectiveness, and adoption of new techniques and effectiveness in patient care, have already been documented:

- Raised awareness of conditions and symptoms requiring transport to higher level of care
- Greater receptivity to new equipment and increased confidence in its effectiveness
- Increased ability to assemble medication administration devices, provide high quality chest compression and deliver effective breaths through bag mask ventilation
- Higher level of care by staff participating in quarterly simulator mega code and skill lab rotations

"A graduate nurse on her first night shift alone was involved in a patient code and said, 'I just pretended it was Isabel. I did a head to toe assessment, good positive pressure ventilation, and high quality compressions. Because of simulation, I knew how to work through the steps,'" noted Lemley. "People asked Captain Sully if he'd made emergency landings before his dramatic landing on the Hudson River. He said, 'yes, hundreds of times, on simulation. That's what I want for this program.'"



www.laerdal.com/userstories

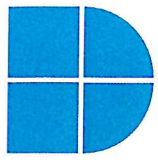
Vanderbilt University Hospital

U.S. News and World Report lists Vanderbilt University Hospital, located in Nashville, TN, and its 222-bed Monroe Carell Jr. Children's Hospital among "America's Best Hospitals." Named one of the nation's seven pediatric "Top Hospitals" for providing excellent patient safety in the Leapfrog Group's annual survey, Children's Hospital also received *Parents Magazine* recognition as one of the country's premier hospitals. Children's Hospital treats the region's sickest children, caring for patients in 44 states in the past year; it is also a premier teaching facility, dedicated to training the next generation of health care professionals. For more information, visit www.vanderbilt.edu

Laerdal - Helping save lives

Laerdal Medical, one of the world's leading providers of Healthcare Solutions, is dedicated to helping save lives with products and services for Simulation, Airway Management, Immobilization, Basic Life Support, Advanced Life Support, Patient Care, Self-Directed Learning, and Medical Education. We also offer a complete line of Education and Technical Services, Courseware and Consulting Services. Laerdal is pleased to serve all healthcare providers and educators, from the lay rescuer to the medical professional.

For more information, visit www.laerdal.com



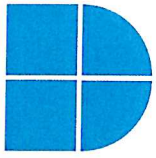
DeCarle
Cabinetry

Custom Cabinetry
Architectural Millwork

We are driven by quality, attention to detail and the desire to offer unparalleled customer service.

Every Detail IS the Difference





Superior Quality . . . Since 1987

DeCarle Cabinetry is a trusted, full-service company that specializes in fabrication and installation of custom cabinetry for commercial and residential clients.

Our finished millwork and case-work pieces are dramatic focal points that often serve as a 'quality barometer' to set an upscale tone in corporate complexes.

DeCarle Cabinetry is the best millwork contractor / cabinetry company we have working for us.

- Robert Scinto
Chairman
R.D. Scinto, Inc.

A Firm Foundation & an Expert Team

We have the proper balance of expertise, skills, professionalism and creativity required to produce finely crafted cabinetry and casework. Our team is "hands-on" with every project, from initial design and engineering to flawless installation and continued service.

Company founder Joe DeCarle's extensive background in general contracting, engineering and construction management is the foundation for our work. He and general manager Dave Brandt, whose knowledge base is in architectural millwork and custom cabinetry, lead a team of talented craftsmen.

I have been very satisfied with the quality of workmanship and the high level of customer service provided during all of the projects.

- Laura Betlow
Director of Store Planning
Carter's

Customized Services, Expertise & Teamwork

From job start to finish, we work closely – often daily – with architects, designers, commercial building owners, property management companies, contractors and the clients who will use our products. We've produced work for everyone from global executives to day care center operators.

The multi-million dollar installation was done within a tight deadline, despite a number of changes to the scope of work required. DeCarle always does first class work.

- Ray Anderson
Plant Engineer
Fairprene

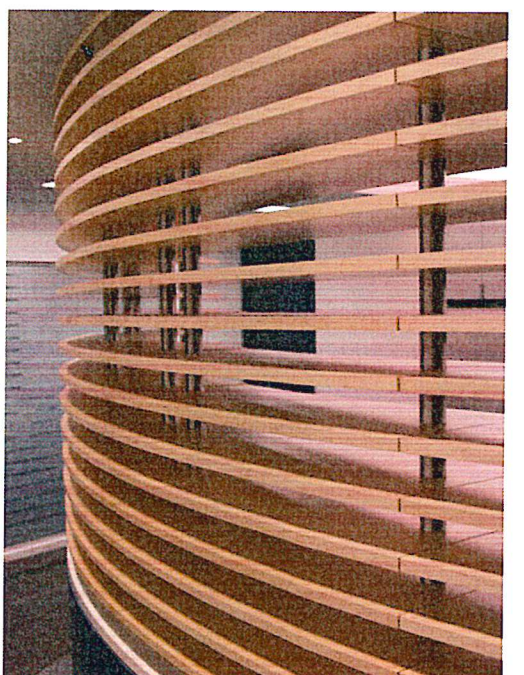
The team at DeCarle Cabinetry is committed to the highest quality work. Joe and his team have always exceeded my expectations with their beautiful, elegantly crafted works of art. Their attention to detail is beyond comparison.

– Indra Nooyi, Chairman and CEO, PepsiCo

Corporate Settings, Office Essentials & Unique Pieces

DeCarle Cabinetry fabricates and installs custom millwork and casework products using precision-based digital technologies, modern drafting principles and state-of-the-art equipment. Our commercial products include:

- coat closets
- laminated casework
- distinctive reception desks & lobby displays
- pantries and kitchens
- workstations
- executive office suites
- conference / board room furniture
- one-of-a-kind pieces

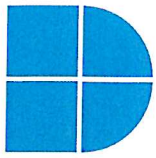


Contracting & Construction Management

Our expert craftsmen do simple renovations, create commercial corridors, and provide finishing work, commercial fit-ups and other general contracting needs for a select customer base, too.

Thank you for an excellent job in our expansion project, doubling our current office, machining and laboratory areas.

– John F. Hurley PhD, PE
President
Combustion Components Associates



DeCarle Cabinetry

Custom Cabinetry
Architectural Millwork

We are driven by quality, attention to detail and the desire to offer unparalleled customer service.

Residential & Home Office Offerings

DeCarle Cabinetry completes several residential and home office projects each year. We design, fabricate and install custom products for kitchens in all styles, from contemporary to traditional

Additional custom offerings include:

- built-in cabinetry
- closets
- fireplace mantels
- window seats
- credenzas
- innovative storage solutions



Have a Project You'd Like to Discuss?

The DeCarle Cabinetry team is available by voice, text or email. Here's how to reach us:

Joe DeCarle

President
(203) 209-1970
joedecarle@decarlecabinetry.com

Dave Brandt

General Manager
(203) 209-8293
davebrandt@decarlecabinetry.com

125 Old Gate Lane
Milford, CT 06460
(203) 209-1970

decarlecabinetry.com

Annual Reports

- **Health Alliance of the Hudson Valley (Kingston Hospital, a member of the Westchester Medical Center Health Network)**

I wrote all of the initial content for their 2017 annual report to the community.

[http://www.hahv.org/Uploads/Public/Documents/HealthAlliance%20PDFs/Investing%20in%20You 2017.pdf](http://www.hahv.org/Uploads/Public/Documents/HealthAlliance%20PDFs/Investing%20in%20You%202017.pdf)

- **PLAN/NJ**

I edited and wrote some sections of this non-profit's 2016 and 2017 Annual Reports.

<https://www.plannj.org/wp-content/uploads/2017/11/plannj-2017-annual-report.pdf>

Branded content

- **Today Media**

The Hudson Valley is Open for Sustainable Business

<http://www.hvmag.com/Sponsored-Content/March-2018/The-Hudson-Valley-is-Open-for-Sustainable-Business/>

Ask The Top Lawyers

Q&A Topic: Due Diligence in Commercial Real Estate

<http://www.westchestermagazine.com/Sponsored-Content/Ask-the-Top-Lawyers/Q-A-Topic-Due-Diligence-in-Commercial-Real-Estate/index.php?previewmode=on>

Q&A Topic: Trial and Litigation

<http://www.westchestermagazine.com/Sponsored-Content/Ask-the-Top-Lawyers/Q-A-Topic-Trial-and-Litigation/>

A Values-Driven Boarding and Day School in Poughkeepsie

<http://www.hvmag.com/Sponsored-Content/November-2017/A-Values-Driven-Boarding-and-Day-School-in-Poughkeepsie/>

5 Steps to Frame Your Window Replacement Process

<http://www.westchestermagazine.com/Sponsored-Content/June-2017/5-Steps-to-Frame-Your-Window-Replacement-Process/>

Dolphin Restaurant: Award-winning Waterfront Culinary Destination Makes Being an Insider Deliciously Cool

<http://www.westchestermagazine.com/Sponsored-Content/Dec-2017/Dolphin-Restaurant-Award-winning-Waterfront-Culinary-Destination-Makes-Being-an-Insider-Deliciously-Cool/>

Great Medical Programs – Dr. Briones Medical Weight Loss Center

<http://www.westchestermagazine.com/Sponsored-Content/Great-Medical-Programs--Dr-Briones-Medical-Weight-Loss-Center/>

Feature articles

- **Advancing Care (a monthly publication of Westchester Medical Center)**

The Walk of His Life: The cardiology team at Westchester Medical Center helped a local man get back on his feet — and escort his daughter down the aisle.

<http://www.advancingcarehv.com/the-walk-of-his-life/>

Tiny Hearts, Beating Strong: Two local children are now leading healthy lives, thanks to the expert fetal team at Maria Fareri Children’s Hospital.

<http://www.advancingcarehv.com/tiny-hearts-beating-strong/>

Accentuate the Positive: A Kingston woman has fought cancer by enjoying life and seeking help from the Center for Breast Health at HealthAlliance Hospital: Mary’s Avenue Campus.

<http://www.advancingcarehv.com/accentuate-the-positive/>

Star Runner, Back on Track: How a local student athlete returned to breaking records after being treated for a rare disorder.

<http://www.advancingcarehv.com/star-runner-back-on-track/>

- **Hudson Valley Magazine**

Women in Business 2017: Alicia Beardsley, RPA-C, Andrea Rhodes, Arleen G. Harkins, Christina (Wolfe) Snyder, Denise George and Mary P. Leahy, MD.

<http://www.hvmag.com/Hudson-Valley-Magazine/December-2017/Women-in-Business-2017/>

- **Hudson Valley One/formerly Ulster Publishing (I’ve written features for them since the 1990s)**

Lucinda Williams

<https://hudsonvalleyone.com/2015/10/08/lucinda-williams-to-perform-at-the-bardavon-in-poughkeepsie/>

Kate Pierson Digs Pottery

<https://hudsonvalleyone.com/2015/08/24/kate-pierson-digs-pottery/>

Review: Film Festival docs worth seeing – “Get In The Way: The Journey of John Lewis,” “Two Trains Runnin’,” and “Disturbing the Peace”

<https://hudsonvalleyone.com/2016/10/13/review-film-festival-docs-worth-seeing/>

“They Played for Their Lives”

<https://hudsonvalleyone.com/2016/10/13/review-film-festival-docs-worth-seeing/2/>

• **Upstater (a quarterly publication of Luminary Media)**

Ashley Knox: College Administrator/Activist

<http://upstater.com/ashley-knox-college-administratoractivist/>

Jessica Wickham: Woodworker

<http://upstater.com/jessica-wickham-woodworker/>

The Way of the Maverick: Kitt Potter helps reinvent the historic concert hall, one note at a time

<http://upstater.com/the-way-of-the-maverick/>

Media Releases

• **Yamaha Corporation of America (I've written media releases and feature stories for Yamaha since the 1990s)**

UCLA Purchases Yamaha DCFX Disklavier Concert Grand Piano to Enhance Capabilities of Herb Alpert School of Music

<http://www.prweb.com/releases/2016/06/prweb13512748.htm>

Three-Day Music Ministry Summit and McDonald's Choir Showcase Features Debut of Yamaha Montage Synthesizer

<http://www.prweb.com/releases/2016/05/prweb13415627.htm>

Yamaha Digital Piano Lab at VanderCook to Offer Future Music Educators Mastery of Advanced Learning Technologies

<http://www.prweb.com/releases/2016/11/prweb13825582.htm>

SEO Content

• **Southern New Hampshire University (I've had a contract with SNHU since 2016 to ghost-write SEO content focused on a wide variety of online degree programs)**

What You Can Do with an Emergency Management Degree

<http://www.snhu.edu/about-us/news-and-events/2016/08/what-you-can-do-with-an-emergency-management-degree>

Spotlight on SNHU Marketing Faculty Lead Dr. J

<https://www.snhu.edu/about-us/news-and-events/2017/07/jessica-rogers>

How Can Applied Psychology Advance Your Career?

<http://www.snhu.edu/about-us/news-and-events/2016/08/how-can-applied-psychology-advance-your-career>

Web content

- **DeCarle Cabinetry**

I wrote all content for this site, which was the centerpiece of a complete re-branding initiative that also included print materials.

<http://decarlecabinetry.com>

Web content and eNews

- **MAD (Midtown Arts District in Kingston)**

I write and edit content for this non-profit arts organization, including two eNewsletters each month.

<https://madkingston.org>