

Case Study: Community Health Director

We helped DeLorean progress in her career in Public Health.

»»» Here's what she had to say about our work:



DeLorean Ruffin, DrPH, MPH  · 2nd

Doctor of Public Health| Quality Improvement| Monitoring and Evaluation| Health Education & Promotion

DeLorean was Waleed's client

Based on our experience together-as his client , I can confidently recommend Waleed for career services and writing skills. I know Waleed to be extremely easy to work with as he is all very open-minded, loyal, honest, and hardworking with all endeavors.

DeLorean's backstory:

She was looking for Public Health Program support roles, like Public Health Educator/Researcher/Analyst.

However, her experiences were scattered and her resume lacked strong accomplishments. It extended to three pages and wasn't ATS-compliant.

Our Approach:

Since she was looking for corporate-sector roles that were serving federal programs, we also created a free federal resume for her.

Warning: The following pages have been saved as images in order to protect DeLorean's work as well as our work from being copied and indexed. As a result, uploading this exact file into an Applicant Tracking System will not work. If you are interested in hiring her, please email us at contact@careertuners.com.

Here's what we did:

- 1 Showcased her expertise with more relevant achievements. Built more on her most relevant experience and education.
- 2 De-emphasized irrelevant experiences, focusing only on transferable skills.
- 3 Optimized the resume with an ATS-friendly format and optimal keyword placement.

Where is she now?

DeLorean got a job as a Public Health Program Manager at Contra Costa County. Following this, she became the Director of Quality Assurance at West Oakland Health.

Currently, she serves as the Director of Community Health, Evaluation, and Research at the same organization.

Would you like us to redo your resume, too?

Click here to invest in our resume-writing services.

[Book Service](#)

If you would prefer to speak to us about the service first, click here to schedule a consultation call with us.

[Call Us](#)



Here's the resume we made for her:

DeLorean Ruffin

000.417.0000 | demail@email.edu | Open to Relocation to Los Angeles, CA 90012 | [LinkedIn](#)

Program Design, Implementation, & Evaluation | Staff Leadership, Development, & Hiring Experience | Data Analysis

Wins 6-figure grants, saves at-risk programs from fund shortages, and meets grant requirements by leading rollout of internal policy changes and drafting grant proposals. Plans and deploys health and wellness programs in partnership with renowned healthcare organizations, such as the Centers for Disease Control and Prevention (CDC). Evaluates and improves public health programs by analyzing program data and leveraging theoretical health education and behavioral health models to reduce health disparities.

Community Health Education
Networking & Partnership Development
Data Collection & Report Generation

Public Health Project Management
Public Outreach
Customer Service

Clinical Research Experience
Fundraising & Fund Development
Healthcare Experience

Education

Doctor of Public Health in Health Education and Promotion, Loma Linda University 09/2018 – 06/2021

- **Sanitation Program Assessment Project:** Executed a UNICEF-sponsored evaluation of effectiveness/sustainability of a Community-Led Total Sanitation (CLTS) project that was rolled out in 3 refugee camps across Sudan; identified root causes of disease outbreaks in the camps and devised preventive measures; analyzed/visualized refugee data using SPSS, SAS, and ArcGIS.
- **Health Education Program Evaluation Project:** Currently performing resource/needs assessment of health education programs to inform long-range plans of the San Manuel Gateway College and Promotores Academy; analyzed student data using SPSS, SAS, and Excel. Designed improved methods for program evaluation and data collection based on the Empowerment Theory.
- **Community Needs Assessment Project:** Identified and justified the need for road safety infrastructure in school-adjacent regions within San Bernardino by directing a 4-member team; conducted a photovoice of the region; engaged community leaders and staff from the Department of Public Health; gained stakeholder buy-in on the proposed solution.
- **Staff Recruitment Experience:** Recruited ~5000 personnel for the Driver Network Service; guided and interviewed applicants; collaborated with a 5-member recruitment team; tracked recruitment KPIs. Optimized resource management by geolocating candidates using ArcGIS. Increased applicants per job opening by running recruitment marketing campaigns on social media.
- **Fundraiser Organization:** Raised \$77K+ by organizing our university's Annual Giving Fund Campaign; led a 5-10-member team.
- **Health Education Volunteer Experience:** Taught oral hygiene to rural communities in Honduras at Pan American Health Service.
- **Health Education:** Co-founded a podcast to raise awareness of public health issues among our university's student community.

Master of Public Health (MPH), Argosy University 08/2014 – 12/2016

Bachelor of Science (BS), Barry University 08/2008 – 12/2013

Professional Experience

Health Outcomes Manager (**Public Health Research Associate** Roles), Good Samaritan Health Center 08/2016 – 08/2018

Built and supported health and nutrition programs that served food-insecure, low-income groups; led 6-member team. Acquired 6-figure grants by creating grant proposals; met grant requirements by tracking program KPIs using Excel and Athenahealth EHR.

Develops, Implements, and Improves Public Health Programs

- Founded public health programs — Eat Well, Live Well; Cooking with the Heart; Diabetes Prevention Program — by partnering with the CDC and American Heart Association and leveraging on-site resources; organized health education workshops.
- Increased homeless clinic capacity (from 10 → 30 patients/day) and frequency of hosting homeless clinics from monthly to weekly by securing a \$1M grant and streamlining work schedules; introduced evidence-based crowd management techniques.

- Boosted program effectiveness and improved cultural awareness/sensitivity of 45-50 clinicians by orchestrating quarterly lunch and learn sessions; recruited thought leaders within the nonprofit space to deliver the training sessions.
- Built program evaluation capabilities and realized the vision of leadership for a quality assurance infrastructure by introducing program benchmarking processes; gained healthcare providers' buy-in; trained providers on tracking program KPIs.

Drives Fund Development

- Won a \$100K grant, prevented fund shortage for an at-risk health program, and gained NCQA accreditation by leading rollout of the PCMH (Patient-Centered Medical Home) care delivery model across a 45-50-personnel healthcare facility.
- Attained an annually renewed \$75K grant from the Kaiser Permanente Foundation to fund at-risk health education and nutrition programs by drafting grant narratives based on program performance data; tracked and analyzed program KPIs.
- Enhanced community awareness and support for our company's nonprofit initiatives and maintained high program participation by promoting health programs at conferences and local farmers' markets; proactively engaged potential program sponsors.

Achieves Organizational Goals and Federal Regulatory Compliance

- Met new federal regulations for program participant documentation, while maintaining high participation, and swiftly gathered proof-of-income documents by planning and launching a marketing campaign; collaborated with the patient access manager.
- Reduced administrative expenses and improved team productivity by replacing the outdated dental EHR with a cloud-based system; performed cost analysis to inform key technology investment decisions for the program director.
- Helped achieve employee engagement goals by proactively tracking, analyzing, and benchmarking employee satisfaction scores.

Diabetes Screening Tech, Diabetes Association of Atlanta

10/2017 – 08/2018

Organized and delivered health education programs serving 12 patients/week from low-income and homeless populations.

Clinical Research Coordinator, PMI Health

06/2014 – 08/2016

Reduced research project costs by evaluating/modifying the subject recruitment plan and transitioning to cost-effective subject participation incentives; routinely assessed project costs. Coordinated 100+ participant clinical trials for multiple sclerosis and schizophrenia drugs as per GCP guidelines; executed study closure tasks, such as notifying the IRB (Institutional Review Board). Drove swift project issue resolution through tight coordination with the Principal Investigator (PI) and site personnel.

Claims & Reporting Specialist, Delta Dental Insurance

03/2014 – 06/2014

Reviewed and analyzed reports by leveraging business intelligence software, such as Business Objects XI (BOXI) and SAP; flagged potential issues; generated weekly status reports for regional coordinators; verified accuracy and compliance of dental claims.

Medical Records Coordinator, Wexford Health Sources

08/2012 – 03/2013

Streamlined patient admission processing and medical coding by modifying internal policies. Directed and coached a vast team to review billing information for healthcare services; used Electronic Health Records (EHR) and SAS.

Technical Skills

- **Public Health Expertise:** Qualitative & Quantitative Research, Research Study Management, Healthcare Compliance, Risk Mitigation, Applied Health Research, HIV/AIDS Trends, Behavioral Health, Incarcerated Populations, Enforcement Actions.
- **Health Program Development & Administration Expertise:** Program Management, Grant Writing, Data Analysis & Reporting, Curriculum Development, Community Relations, Budget Development & Administration.
- **Software Tools:** Microsoft Office Suite (Word, Excel, & PowerPoint), SPSS, SAS.

And here's the resume she was using before she worked with us. It lacked the “WOW! DeLorean is a STAR” factor.

DELOREAN RUFFIN



Professional Summary

Highly organized, enthusiastic with years of project management and specialization, recruitment, and coordination across the health and healthcare industry, spanning from private clinical environments to worldwide philanthropic entities.

- Skilled in coordinating clinical research trials and implementing behavioral health and theory-based program planning.
- Proficient at cross-functional communication with executive level leaders, funding stakeholders, and external vendors.
- Experienced in program evaluation, implementation for related community-based health interventions.
- Versed toolkit of project management and effective communications skills, managing complex grant portfolios and statistical analysis.

Education

Doctor of Public Health Candidate: Health Education Loma Linda University	Expected in 2021
Master of Public Health Argosy University	2016
Bachelor of Science: Biology Barry University	2013

Work Experience

Project Consultant 02/2020 to Current
San Manuel Gateway College and Promotores Academy, San Bernardino, CA

- Achieves competency of effective evaluations, application of theoretical frameworks and outcomes, as well as production of opportune sustainable recommendations for health education programs of relevant institutions.
- Develops methodical assessments to validate legitimacy of certificate programs and matriculation experiences.
- Analyzes projects to determine resource requirements and procure necessary equipment and software.

Recruiter 08/2019 to 03/2020
Driver Network Service (DNS), Fort Lauderdale, FL

- Performed data analysis reports determining market needs, dealership volume, and overall management utilizing SOP creation, ARCGIS, interpersonal inquisition and interviewing specialization to increase engagement and support.
- Developed targeted strategies to locate and onboard specific candidate types, meeting short- and long-term business objectives.

There were no accomplishments to showcase her expertise. Her resume was more responsibilities focused.

Screening Technician

10/2017 to 08/2018

Diabetes Association of Atlanta, Atlanta, GA

- Increased coordination of various health education outlets for Type 2 diabetes and cardiovascular disease in low SES populations.

Health Outcomes Manager

08/2016 to 08/2018

Good Samaritan Health Center, Atlanta, GA

- Responsible for designing, implementing and supervising multiple initiatives, including health education activities, grant procurement and private donations, community outreach and budget oversight for 15K patient base.
- Developed all grant outcome data and scribed narratives galvanizing goals, objectives, and policies to achieve transformational and sustainable change of quality patient care, as well as QAQ Improvement Dept.
- Liaised and advised development, formulation, execution and oversight of organizational million-dollar budgets, including monitoring of expenditures/revenues, and foresight of needs with justifying any amendments.
- Orchestrated strategic implementation of policies and procedures per National Committee for Quality Assurance (NCQA) accreditation, as program champion for both GSHC multiyear awarding/(PCMH) organization recognition.
- Organized capacity building toward implementation of Friday Homeless Clinics from monthly to weekly clinic days while establishing strategic partnership initiatives with government and corporate agencies. including the CDC, Fulton-DeKalb Hospital Authority, and American Heart Association.
- Effectively coordinated staff development initiatives of clinic employees (45-50) through quarterly Lunch and Learn sessions for GSHC Learning Institute. This included developing prevention activities, cultural competency and instructional training sessions regarding homeless, other low SES and disadvantaged populations and sex trafficking via experts in agency & health care management.

DeltaCare Claims & Reporting Specialist

03/2015 to 08/2016

Delta Dental Insurance, Alpharetta, GA

- Reviewed 800 patient cases per week and verified insurance coverage information.
- Documented all information gathered field and uploaded data to company database for efficient processing using BOXI/SAP reporting systems.

Clinical Research Coordinator

06/2014 to 08/2016

PMI Health, Atlanta, GA

- Facilitated research-evidenced activity for diversified staff throughout health systems via logistical management.
- Accelerated site visit documentation verification, assessment of data collection, drug accountability in accordance to ICH GCP guidelines.

Knowledge, Skills, Attributes

- Strategic Planning & Management; Grant Writing Specialization
- Project Management; Cross-functional Team Leadership
- Data Analysis; Evidence Based Research; Publication & Dissemination
- Evaluation & Assessment; Implementation & Measurement
- Organizational Consulting; Health Education & Health Promotion
- Community Resource Engagement & Policy/Advocacy Optimization

Also, it went over two pages, which is the ideal length of a resume. And the PDF format caused issues with ATS-parsing.

- Capacity Building; Strategic Partnership & Program Development

- All MS Suites & Statistical Software (e.g. GIS, SPSS, SAS) & EDC Skills (MediData, DataLabs)

Leadership Activities

Loma Linda University and World Health Organization - Project Specialist 10/2019 - 12/2019

- Produced policy toward prevention of severe cholera disease impact.
- Community facilitation translated to maintenance of defecation free environments and optimal hygienic practices.
- Proposed multi-year research-evidenced plan spanning three refugee camps of New Halfa locality.

San Bernardino County Department of Public Health - Project Specialist 05/2019 - 06/2019

- Culminated Muscoy Community's Nutrition, Physical Activity and Obesity Prevention (CX3) program, as result of a lack of crosswalks by schools.
- Successfully produced needs assessments and disseminated health education reports to county's transportation division.

Affiliations

- National Commission for Health Education credentialing (NCHEC), CHES expected Oct. 2020.
- American Public Health Association (APHA)
 - Abstract Peer Reviewer for *Black Caucus of Health Workers* program for APHA's 2020 Annual Meeting and Expo
- Society for Public Health Association (SOPHE)
- Black Doctoral Network (BDN)
- Georgia Public Health Association