

ERIKA FITZPATRICK, CF APMP

Marketing and Communications Professional | Portfolio

Blogs and web articles (research/interviews; pieces 500 words or more)



Health care

[Understanding substance use disorder in health care professionals](#) | Start Your Recovery | 2024

[Problem gambling](#) | Start Your Recovery | 2023

[Medication Treatment for Substance Use Disorder](#) | Start Your Recovery | 2023

[Methadone](#) | Start Your Recovery | 2023

[Opioids and Fentanyl](#) | Start Your Recovery | 2023

Veterans, military, general info (reported; articles ghostwritten for thought leaders and staff)

[VA's updated mission statement reflects diversity of Veteran population](#) | Rally Point | March 28, 2023

[How my canine companion inspired me to serve other Veterans in need](#) | RallyPoint | March 27, 2023

[Five tips for making the most of your money at every stage of service](#) | RallyPoint | March 6, 2023

[Veterans Together Town Hall Roundup: VA Secretary Denis McDonough answers RallyPoint member questions](#) | RallyPoint | Nov. 22, 2022

[From colonial pensions to comprehensive care for Veterans: VA is always evolving](#) | RallyPoint | July 29, 2021

[DOD ramps up vaccine efforts as services' inoculation rates vary](#) | RallyPoint | April 28, 2021

Schooled not scammed in military tuition assistance: Choosing the right education and training program for you. [Part I](#) | [Part II](#) | RallyPoint | April 23, 2021

[Service members and Veterans are key focus of new suicide prevention and mental health laws](#) | RallyPoint | Nov. 13, 2020

[RallyPoint's mission to prevent suicide among service members and Veterans](#) | Bob McDonald | Aug. 20, 2020 (blog authored for former U.S. Department of Veterans Affairs Secretary Bob McDonald, who is now chairman of RallyPoint and who served on the Biden-Harris Transition Team Advisory Board for VA).

[Health executive credits VA with post-military career rise](#) (for VA as a federal contractor) | Feb. 12, 2020

[Change agent transforms the way VA serves Veterans](#) (for VA as a federal contractor) | Oct. 9, 2019

Toolkits

National Fund for Workforce Solutions

- Provided organizational and messaging guidance and substantive editing services for systems change toolbox, <https://nationalfund.org/systems-change-toolbox>.
- Provided organizational and messaging guidance and substantive editing services for Designing a Human-Centered Workplace tool, <https://nationalfund.org/our-resources/tools>.
- Ghost-wrote thought leader blog, including one [introducing](#) the workplace tool.

Campaigns (and sample highlights)

Explore VA: Crafted the campaign's overall theme and approach and worked with no fewer than nine VA program offices to develop specific messages and integrated content for each of Explore VA's nine benefit areas. Developed **website copy, fact sheets, motion graphics, email campaigns, brochures, posters** and more. Email and keyword ad campaigns drove traffic to the Explore VA website (now VA.gov), where engaging content and prominent apply buttons converted visitors into active benefit seekers. The website has been transformed into [simplified pages](#), but much of the content I helped develop lives on.

Sample highlights (motion graphics/script writing): Interviewed subject matter experts and wrote nine motion graphic scripts for nine benefits. Provided consultation on creative. Representative videos include:

- Housing: <https://www.youtube.com/watch?v=lkglo1p85vA>
- Life insurance: https://www.youtube.com/watch?v=i_mXLDBeC-c
- Memorial services: <https://www.youtube.com/watch?v=c3hslEj6Hpo>

Ending Veteran Homelessness: Supported VA's Homeless Veteran Outreach Campaign in the years leading up to VA announcing in 2016 a nearly 50 percent drop in Veteran homelessness. Led all communications and outreach, including drafting ad copy for targeted 25-city paid media campaign involving geotargeted digital and out-of-home placements, and writing **blogs, communications plans, success stories** and **web copy**.

Sample highlights (web copy, digital tools):

- Ending Veteran Homelessness **website** and real stories (developed **website section** and content by **interviewing subjects** for stories): <https://www.va.gov/HOMELESS> and <https://www.va.gov/homeless/successstories/index.asp>.
- Outreach tools: Event in a box https://www.va.gov/HOMELESS/get_involved.asp#accordion-event-in-a-box; housing toolkit: https://www.va.gov/HOMELESS/get_involved.asp#accordion-toolkits; employment toolkit: https://www.va.gov/HOMELESS/get_involved.asp#accordion-toolkits. (Latter two tools won awards.)

Hepatitis testing and treatment: Managed VA's 18-city paid media out-of-home (exterior) and national magazine advertising program to reach Veterans at risk of hepatitis C, educate them about their options and encourage them to visit VA for testing and new, advanced treatments. Working with VA and a graphic designer, created **magazine ad copy** designed to encourage Veterans from the baby-boomer generation to assess whether they should get tested. The **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. Each of the 18-city ads displayed customized phone numbers that directed Veterans' calls to the nearest local VA medical center.

Sample highlights (ad theme and copy; direct photographer; work with graphic designer):



 U.S. Department of Veterans Affairs

I'm free of hepatitis C You can be, too



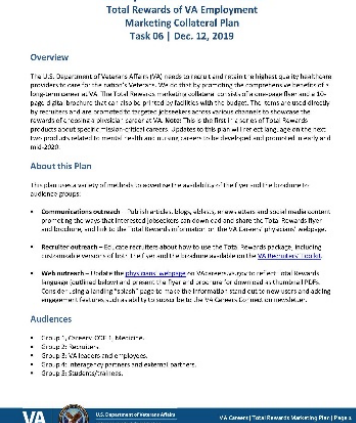
Tens of thousands of Veterans enrolled in VA care have been cured of hepatitis C.

Call VA at **1-800-224-4087**. Ask about hepatitis C testing and treatment.
LEARN MORE AT www.hepatitis.va.gov

VA Careers: Oversaw communications and marketing for this nationwide recruitment, marketing, public relations and advertising campaign designed to attract critical medical personnel to work at VA. Work involved creating and **developing themes, concepts, plans, blogs, advertisements, fact sheets, video scripts, web copy, strategies** and more to raise awareness about the people of VA and the benefits of a VA career.

Sample highlights (brochures — writing, editing, strategy):

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).

		
Flyer	Brochure	Marketing Strategy

Case Studies

As a contractor for Aptive, drafted the case studies and wrote many of the communications — ad copy, blogs, brochures, communications plans, fact sheets, video scripts — for projects/campaigns related to:

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

Corporate website copy

- Aptive Resources: <https://www.aptiveresources.com>
- SJ Tech: <https://www.sjtechcorp.com/about-us>
- NFL Operations: <https://operations.nfl.com> (early framing of this website and story editing)
- Start Your Recovery: <https://startyourrecovery.org> (engaged to research/write web articles on misused substances)
- Trusted Element: drafted copy for unlaunched business; see presentation attached

OTHER SAMPLES

Health Care (report writing)

[Mended Hearts Heart Guide](#) (Won Clearmark Award)



Choose VA video copy displayed in Times Square



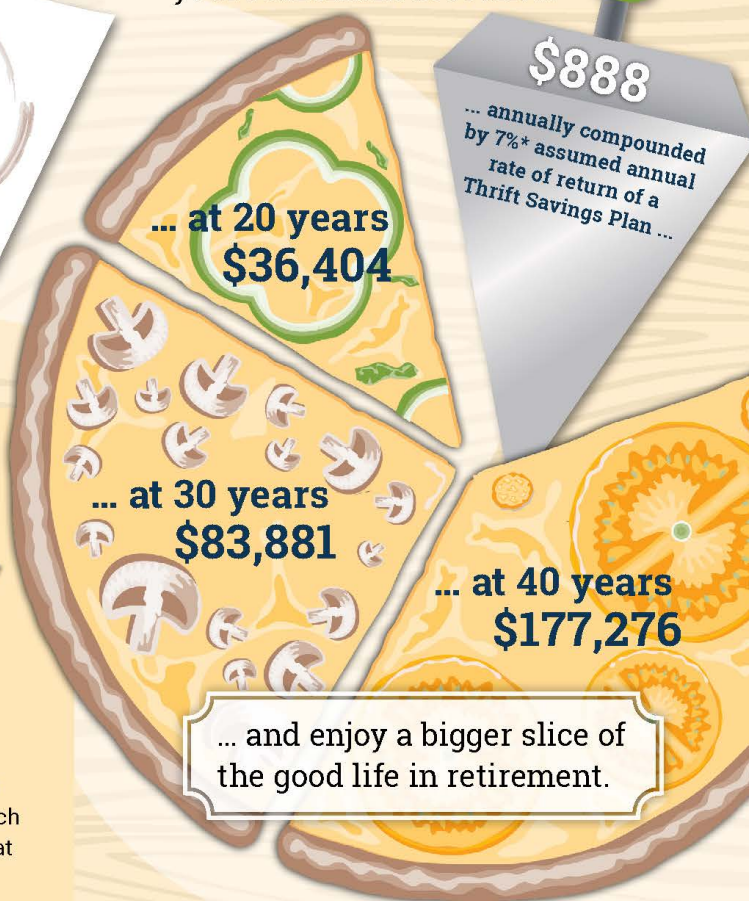
Dine in Tonight: Feast on more savings in Retirement

Heading out for pizza and drinks is fun, but nights out add up. Instead, chill at home with friends and invest the savings. You'll toast yourself when you have more cash for retirement.

Forgo a weekly pizza-and-drinks night out ...



... invest that amount in
your retirement account ...



Watch your dough rise if you're under the Blended Retirement System starting January 2018!

Through the BRS you'll get an
automatic 1% DoD contribution
and up to 5% DoD matching funds.



Learn how to maximize your cut for retirement.

Locate an accredited personal financial
manager or counselor at your installation's
Military and Family Support Center or search
Personal Financial Management Services at
<http://militaryinstallations.dod.mil>.

Visit the Thrift Savings Plan website
at <https://www.tsp.gov>.

*The 10-year average rate of return of
the Thrift Savings Plan C fund



Follow the Office of Financial Readiness.



<https://www.facebook.com/DoDFINRED>



<https://www.twitter.com/DoDFINRED>



<https://www.instagram.com/DoDFINRED>

Invest in yourself, not the coffee shop.

Break out of your coffee-shop routine, and get your caffeine fix at home.
Then see how your savings brew up even more money for retirement.

Skip the trip to the barista ...



X



... and pour the amount saved into your retirement fund ...



If you're under the Blended Retirement System, you'll get an automatic 1% Department of Defense (DoD) contribution and up to 4% DoD matching funds.



Learn how to fill up your retirement coffee pot.

Locate an accredited Personal Financial Manager or Counselor near you:
<http://www.militaryinstallations.dod.mil>.

Visit the Thrift Savings Plan website:
<https://www.tsp.gov>.

... compounded by 7%* annual rate of return ...

... for 20 years
\$30,452

... for 10 years
\$10,263

... for five years
\$4,272

*Most recent 10-year rate of return to the Thrift Savings Plan C Fund



OFFICE OF
**FINANCIAL
READINESS**

Follow the Office of Financial Readiness.

 <https://www.facebook.com/DoDFINRED>
 <https://www.twitter.com/DoDFINRED>
 <https://www.instagram.com/DoDFINRED>

Technology (writing and collateral development), for VA Privacy Office



POLISH OFF PII

This spring-cleaning season, scrub out personally identifiable information (PII) by securely filing or shredding papers, credit cards, financial statements and other documents.

**Contact VA
Privacy Service**
<http://vaww.oprm.va.gov>



U.S. Department
of Veterans Affairs



PRIVACY
BUILDS
TRUST

Beat the data thieves. Start a protection racket.

A record is more than a number,

it's part of a Veteran's life.



Respect data. Safeguard records. Prevent identity theft.

Contact VA Privacy Service for information, training, resources and tools on *Privacy Matters*.

email: VAidtheft@va.gov | web: www.oprm.va.gov/iss/default.aspx

intranet: vawww.oprm.va.gov/privacy/default.aspx

VA



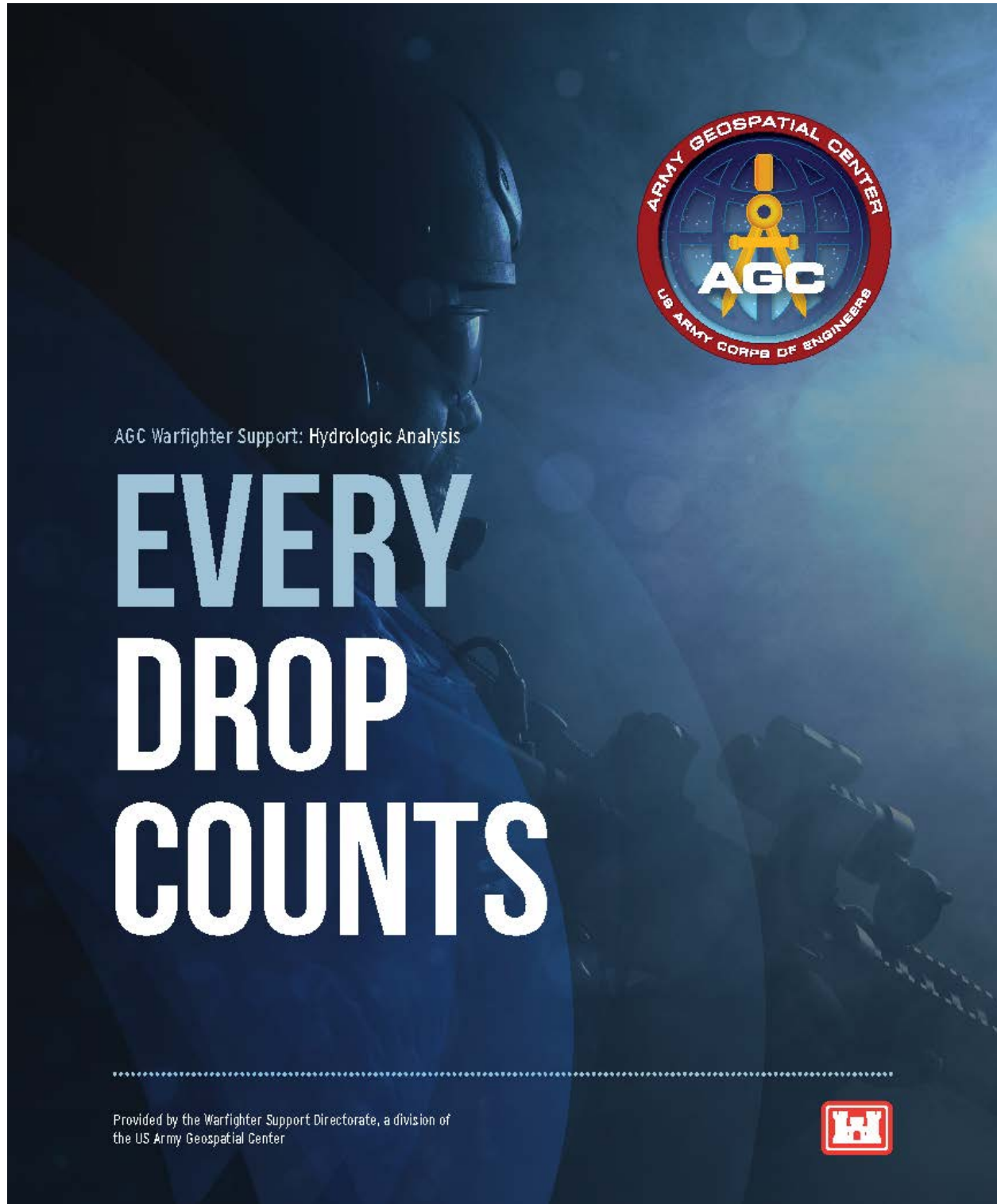
U.S. Department
of Veterans Affairs



**PRIVACY
BUILDS
TRUST**



Technology (writing and collateral development), for DOD Army Geospatial Center



SASD

Systems &
Acquisition
Support
Directorate



FOR THE WARFIGHTER | FOR NATIONAL SECURITY | FOR A SAFER WORLD

<http://agc.army.mil> to learn more.



Technology (writing and collateral development), for SJ Technologies

SOLUTIONS THAT
POWER YOU FORWARD



OVERVIEW CAPABILITIES

SJ TECHNOLOGIES: SOLUTIONS THAT POWER YOU

We believe that smartly engineered, well-protected systems can help organizations — and the people who power them — adapt, advance, change, grow and transform. Founded in 2009, our full-service, woman-owned firm unites out-of-the-box thinking and technical expertise to deliver solutions that power you forward. We serve you across these core areas:



APPLICATION DEVELOPMENT. Every hiccup in the application development process impacts your bottom line. That's why we create applications using the proven practices of Agile, DevSecOps and continuous integration/continuous delivery. Our methods are customer-driven, designed to precisely capture product features and prioritize repair needs. We develop and test in short waves, refine functionality over time and make sure final products can withstand cyberattacks.



CYBERSECURITY. You need to protect data wherever it exists, so SJ provides a holistic approach to information security. Specializing in cybersecurity and risk management frameworks, network security, authorities to operate and National Institute of Standards and Technology Special Publication 800, we anticipate security breaches, head off threats and keep you laser-focused on your mission.



DATA SERVICES. We manage data using the performance power of the cloud. Our platform captures and stores new data at a petabyte scale in real time. We drive automation through advanced analytics, incorporate predictive capabilities and democratize access to data securely. Our application programming interfaces and other built-in services ease data integration and reporting.



INFORMATION TECHNOLOGY (IT) MODERNIZATION. We know that legacy systems can be potential points of failure, and their vulnerabilities can distract you from your mission. Our IT modernization services align with your organization's needs and scale at your pace. With skills in refactoring, lift and shift, microservice, cloud migrations and more, our Agile and DevSecOps developers and IT engineers deliver cost-efficient solutions tailored to your evolving needs.



OPERATIONS AND MAINTENANCE. We keep your legacy systems reliable, efficient, secure and interoperable with newer technologies. Our operations support includes cost-efficient remote help desk support and technical training for your staff. Our infrastructure experts provide centralized network, system and database administration support; IT systems and capacity planning; and preventative maintenance. And we help you communicate and manage technological change.



PREDICTIVE ANALYTICS. Organizations that prepare for change win in today's business environment. SJ's dynamic solutions in predictive analytics show you what's coming so you can improve decision making now. We anticipate the external factors that may affect your equipment, operations, supply chains and workforce. We analyze information with machine learning and scalable cloud resource tools so you're prepared for just about anything.

SOLUTIONS THAT
POWER YOU FORWARD



CYBERSECURITY

WE SECURE AND PROTECT YOUR INFORMATION — ACROSS PHYSICAL AND DIGITAL SPACES.

At SJ Technologies, we protect data wherever it exists — on an employee's physical workspace, on a contractor's laptop, on a mobile device, within a network or in the cloud. Our holistic approach to information security anticipates breaches, heads off threats and keeps you laser-focused on the mission. We specialize in these service areas:



CYBERSECURITY FRAMEWORK. We manage your cybersecurity by developing a shared understanding of risk at all points in the enterprise. We then apply up-to-date industry standards and proven practices to manage these risks. We continuously educate and train all levels of staff on cybersecurity protocols so you're always several steps ahead.



RISK MANAGEMENT. Following the government's Risk Management Framework, we integrate security and risk management into system and application development right from the start. Our risk-based approach considers every security control and specification. The result? High-performance systems and applications in full compliance with the latest directives, executive orders, policies, regulations and standards.



NETWORK SECURITY. We secure internal networks and protect infrastructure from threats through smart access controls and account management. Our layered approach uses administrative, physical and technical security controls so your systems are safe. We monitor and test networks and systems for resiliency to attack and shut down weak links and security gaps.

WE WORK WITH YOU TO GET RESULTS.

SJ Technologies believes that smartly engineered, well-protected systems can help organizations — and the people who power them — adapt, advance, change, grow and transform.

Founded in 2009, our full-service, woman-owned firm unites out-of-the-box thinking and technical expertise to deliver solutions that power you forward. Our core capabilities are in agile frameworks, application modernization, information security, information technology innovation, legacy sustainment and platform optimization. We apply these skills using a nimble approach that modern enterprises need to be both secure and inventive in this ever-changing, interconnected world.

Drawing on our history of support serving both government and private-sector clients, we work across every project to understand your mission, define your goals and meet your objectives. This is how we get results time after time: saving on budgets and schedules, earning excellent evaluations and securing repeat customers.