



CHRIS VAUGHN

Dunlap, TN

chrislvaughn44@gmail.com / (423) 834-2254

EXECUTIVE SUMMARY

Strategic marketing and communications executive with more than 20 years of leadership experience across a complex, multi-facility healthcare system. Proven success in building and leading high-performing marketing, PR, and digital teams supporting hundreds of providers and large-scale service lines. Expert in enterprise branding, integrated campaigns, media strategy, and executive communications. Known for delivering measurable ROI, improving stakeholder engagement, and strengthening organizational reputation through data-driven and creative strategies.

SKILLS

- Executive Leadership & Organizational Strategy
- Strategic Marketing Leadership
- Brand Development & Enterprise Repositioning
- Integrated Marketing Campaign Strategy
- Public Relations & Crisis Communications
- Corporate & Executive Communications
- Cross-Functional Team Leadership
- High-Performance Team Development
- Change Management & Organizational Alignment
- Data-Driven Strategic Decision Making
- Social Media Strategy
- Marketing Analytics & Performance Optimization
- Budget Oversight & Financial Stewardship
- Vendor & Agency Leadership
- Stakeholder & Board Engagement
- Community Partnership Development
- Employee Digital Engagement & Internal Communications
- CRM & Marketing Technology (HubSpot, Power BI)

EXPERIENCE

Vice President, Public Relations, and Marketing / Erlanger Health System – Chattanooga, TN

06/2024 - 05/2025

- Directed enterprise-wide marketing, public relations, and brand strategy for a multi-facility healthcare system, aligning communications with organizational growth objectives.
- Led integrated marketing initiatives that strengthened market presence, increased stakeholder engagement, and enhanced brand reputation across service lines.

- Implemented data-driven marketing frameworks to improve campaign performance, optimize channel strategy, and support executive decision-making.
- Managed agency partnerships, vendor contracts, and multi-million-dollar budgets while improving cost efficiency and ROI.
- Advanced community trust through high-impact outreach programs and unified messaging across internal and external platforms.

Senior Director & Chief Marketing Officer / Erlanger Health System – Chattanooga, TN

03/2020 - 07/2024

- Led organization-wide marketing, brand, and communications strategy for a major regional healthcare system.
- Strengthened priority service lines through targeted campaigns that improved market visibility and patient engagement.
- Directed executive communications and messaging frameworks for leadership, physicians, and board stakeholders.
- Negotiated and managed agency and vendor partnerships, reducing costs while maintaining quality and performance.
- Integrated digital, social, and content strategies to position the organization as a regional thought leader.

Marketing Director / Erlanger Health System – Chattanooga, TN

07/2010 - 02/2020

- Developed and executed integrated marketing strategies to increase brand awareness, engagement, and service line growth.
- Led award-winning campaigns recognized with four Mid-South Emmy Awards for marketing excellence.
- Established and enforced brand standards across digital, print, and event communications.
- Built strategic partnerships with community organizations and nonprofits to expand reach and engagement.
- Managed marketing team operations, workflows, and campaign execution to ensure on-time, high-quality delivery.

Clinical Director, Marketing & Public Relations / Erlanger Health System – Chattanooga, TN

07/1998 - 07/2010

- Directed clinical marketing and PR operations, aligning communication strategies with patient and provider needs.
- Led a system-wide rebranding initiative that modernized brand identity and improved market perception.
- Oversaw call center operations and media buying, increasing patient awareness and service utilization.
- Recruited, trained, and developed cross-functional teams to improve productivity and performance.
- Implemented integrated campaigns that strengthened patient acquisition, retention, and brand visibility.

Customer Consultant / Erlanger Health System – Chattanooga, TN

12/1995 - 07/1998

- Built strong relationships with physicians and referral partners to increase collaboration and referral volume.
- Improved communication processes, enhancing provider satisfaction and service experience.
- Conducted outreach and cross-department collaboration to support strategic growth initiatives.
- Advised clients on tailored solutions, increasing service adoption and loyalty.
- Monitored feedback and performance metrics to streamline processes and improve customer experience.

- Delivered specialized cardiac care to high-acuity patients in a critical care environment.
 - Served as shift preceptor and assistant manager, mentoring nursing staff and improving team performance.
 - Maintained strict compliance with patient safety and cardiac care protocols.
 - Coordinated multidisciplinary care plans to improve treatment efficiency and outcomes.
 - Implemented evidence-based practices that enhanced patient recovery and unit performance.
-

EDUCATION

Master of Business Administration (Marketing Concentration)

Southern New Hampshire University

Anticipated: January 2027

Bachelor of Science, Nursing

University of North Carolina – Greensboro, NC

Graduated: June 1993

Bachelor of Science, Sports Medicine,

Guilford College – Greensboro, NC

Graduated: May 1990

AWARDS & PROFESSIONAL AFFILIATIONS

- 4× Midsouth Emmy Awards for Marketing Excellence
- Member, Society for Healthcare Strategy & Market Development (SHSMD)
- Board Member, American Red Cross – Chattanooga Chapter (2014–2016)
- HubSpot Inbound Marketing Certification (2025)