

Ruth Quattro, MPH

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Education

2022 MPH University of Massachusetts, Amherst, MA

School of Public Health and Health Sciences

Specialization: Community Health Education

2020 BA Western Connecticut State University, Danbury, CT

Major in Communication Studies, Minor in Community Health and Marketing

Graduated magna cum laude

Professional Experience

Project Coordinator for Communication and Outreach, Gretchen Swanson Center for Nutrition

Remote | August 2022 - Present

- Oversee scheduling, develop, and disseminate meeting agendas, facilitate meetings, take notes, oversee action items, and contribute to relevant internal and external meetings
- Create and maintain project files in an organized fashion accessible to team members related to communication and outreach
- Lead all aspects of the Nutrition Incentive Hub partnerships and communication for the GusNIP NTAE
- Develop and nurture relationships with the NTAE team members, Nutrition Incentive Hub partners, USDA, and other external partners to build trust, encourage collaboration, implement strategies, and maintain alignment with project objectives
- Lead process for a variety of project communications for brand compliance, 508 compliance, and style guide compliance

Public Health Communications Coordinator, Housatonic Valley Health District (HVHD)

Remote | March 2021 – August 2022

- Lead and facilitated planning, implementation, and evaluation of COVID-19 vaccination and testing clinics while managing a team of 100 volunteers
- Created weekly COVID-19 reports and dashboards to translate and disseminate cases and vaccination percentages among 11 towns
- Built and maintained relationships with local hospitals and non-profit organizations to form needs assessment coalitions and designed deliverables to accompany findings
- Designed and implemented feedback surveys for COVID-19 vaccination and testing clinics with over 40% response rates
- Managed the ELC BP1 and BP2 grant funds and reported on financial expenditures and programmatic activities

- Designed, implemented, and distributed monthly and annual reports about HVHD progress across 4 divisions
- Designed and maintained WordPress website and 4 social media accounts (Facebook, Instagram, Twitter, and LinkedIn)

Professional Experience (Continued)

Lead Graduate Teaching Assistant, University of Massachusetts Amherst
Amherst, MA | August 2020 – June 2022

- Standardized, simplified, rationalized, and organized project reporting to improve the execution of classroom tactics and teaching assistant training for 30 undergraduate teaching assistants each semester
- Gathered and fed intelligence into processes to support teaching assistants through an attendance and participation tracker with successful implementation
- Drove product strategy and successfully translated visions through the creation of TA training manuals, TA tools, and policies
- Offered continuous advice, guidance, and mentorship on classroom facilitation, time management, and student empowerment to undergraduate teaching assistants

Market Assistant & Social Media Specialist, Danbury Farmers Market
Danbury, CT | February 2021 – November 2021

- Networked and collaborated with market vendors to collect surveys on federal benefit utilization with 25% participation rate
- Evaluated survey results and coded vendor interviews to propose recommendations for market operation improvements and produce offerings
- Produced biweekly newsletter and social media (Facebook and Instagram) posts with a 42% increase in engagement

Community Engagement Associate (Intern), Massachusetts Department of Agricultural Resources (MDAR)
Remote | May 2021 – September 2021

- Surveyed 364 certified farmers about transitioning to an electronic benefit distribution system with a 20% response rate
- Designed and distributed 6 regional farmers market lists to 100 senior agencies across the state of Massachusetts
- Planned and executed a Specialty Crop Block forum with 56 attendees and successfully connected grant recipients to MDAR resources and other grant recipients

Social Media Specialist, The Brookfield Library
Brookfield, CT | September 2018 – March 2021

- Managed social media channels (Instagram, Twitter, & Facebook) and increased follower engagement by 53% across all platforms
- Developed outreach and marketing content for all Library programs, including testimonial campaigns
- Developed and streamlined a new website interface
- Created and distributed Communication Strategic Plan, Brand Guidelines, and Style Guidelines
- Provided program assistance, including filmed weekly storytime videos to be livestreamed on Facebook and YouTube

Outreach and Communications Coordinator, *Macricostas School of Arts and Sciences*, Western Connecticut State University
Danbury, CT | June 2018 – June 2020

- Developed and distributed monthly newsletters to faculty and donors
- Redesigned and maintained the Macricostas School of Arts and Sciences website
- Networked with donors and assisted with the planning of the Macricostas Experience Week

Digital Marketing Intern, Health 360

Remote | February 2020 – August 2020

- Developed and implemented a 12-month social media digital marketing strategy
- Produced promotional content for Facebook, Instagram, and LinkedIn with a 15% increase in followers and engagement
- Identified industry hot topics and hashtags through data processing techniques

Research Assistant, Western Connecticut State University

Danbury, CT | January 2019 – June 2020

- Coded qualitative data using Atlas.ti
- Wrote literature review and discussion sections of published paper

Peer-Reviewed Publications

1. Eckstein, J.J. and **Quattro, R.** (2021), "Does Exposure Matter? Media, Education, and Experience Affecting Technology-Mediated Abuse Knowledge, Understanding, and Severity-Perceptions", Wiest, J.B. (Ed.) *Theorizing Criminality and Policing in the Digital Media Age (Studies in Media and Communications, Vol. 20)*, Emerald Publishing Limited, Bingley, pp. 3-24.
<https://doi.org/10.1108/S2050-206020210000020007>

Selected Refereed Posters and Presentations

1. **Quattro, R.**, & Derose, K.P. Identifying factors, barriers, and solutions to food security in Western Massachusetts: A needs assessment. Poster presented in person at: UMass SPHHS Annual Research Day. April 2022.
2. Eckstein, J.J., & Quattro, R. Does Exposure Matter?: Media, education and personal/family experiences shape perceptions of technology-mediated partner abuse. Poster presentation at annual meeting of National Council of Family Relations. November 2019.

Committees

2017 – 2020	Social Media Chair , Western Connecticut State University Adventure Club
2018 – 2020	Member , WCSU Rotaract

Honors, Awards, & Professional Associations

Honors and Awards

2022	WCSU Macricostas School of Arts and Sciences Distinguished Alumni Award
2020	WCSU Macricostas School of Arts and Sciences Dean's Award
2019	Lambda Pi Eta Honor Society Member
2019	News Times/ S. Collins Memorial Scholarship
2019	Institutional Advancement Research Grant
2019	Macricostas School of Arts and Sciences Research Grant
2019	Student Government Association Travel Grant
2018	WCSU Communication Department Emeritus Faculty Scholarship
2017	Connecticut Governor's Scholarship
2016	Connecticut Governor's Scholarship