



Cheryl McGrattan

Marketing, public relations, communications executive

I am a nationally-recognized communications professional with 25 years of experience spanning the non-profit and for-profit sectors. I have launched numerous successful campaigns performing: research, strategic planning, project management, and execution. My enthusiasm for mentoring and leading teams fosters a fun, collaborative and dynamic work environment. My commitment to excellence drives organizational growth and advances missions.

Skills

Crisis Communications

Creating persuasive communications to reluctant constituencies

Media training & relations

Event management

Leading teams

Experience

2022 - Present

Marketing and Communications Consultant

Self-employed marketing consultant for an international client in New York City and Upstate New York.

2008 - 2022

Nathan Littauer Hospital, Gloversville, NY

Executive Vice President of Marketing and Community Relations

Responsible for the vision, planning and execution of all marketing, communications, and community relations activities for an independent, community hospital employing 1000 people, in a community of 106,000 residents spanning 54 miles. In a competitive and rapidly changing marketplace, I managed three departments with a total operating budget of approximately \$919,000/year. Promoted from a part-time position to executive leader, reporting directly to the CEO.

Significant Accomplishments:

Responsible for all internal and community communications during the COVID-19 pandemic response.

Managed corporate brand with an eye towards leveraging new technologies, cost savings, media buying and negotiation with vendors.

Liaison with Senate Majority Leader, Charles Schumer and staff for events and policy advancement.

Increased media coverage by 600%, including national press coverage.

Wrote and distributed over 240 press releases.

Responsible for all advertising, including, print, point of sale, outdoor and new media. Launched and managed all social media.


2004 - 2008


New York State Department of Agriculture, Albany, NY


International Marketing Specialist

Responsible for the promotion of NYS agriculture and wine in domestic and international markets. Launched NY wine in Union Square Farmers' Market and opened strategic markets in Japan and Prague.

Contact

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Cheryl McGrattan

Awards

- Wine Advocate, NY Wine & Grape, Rochester. 2013
- "40 under 40" Capital District Business Review, Albany. 2002
- Unified Star Award, Unified Technologies, Troy. 1999
- Woman of Excellence, Chamber of Commerce, Albany. 1998
- Outstanding Service Award, Department of Commerce, White Plains, 2004
- Innovator's Award, Marketing Health Care to Women, MHC2W, Chicago, 2009

Campaign Experience

2024 Biden-Walz campaign volunteer. Door-to-door canvassing in Pennsylvania using mini VAN technology, phone banking.

2020 Biden-Harris campaign volunteer. Door-to-door canvassing, phone banking.

2016 Clinton-Kaine campaign volunteer. Door-to-door canvassing, phone banking. Democratic National Headquarters phone bank volunteer, Washington, DC.

2008 Paid campaign staff. Crandall Library, Glens Falls expansion, passing a 12 million bond.

1992 Clinton-Gore campaign volunteer. Phone banking. Chosen as a Surrogate Speaker for events and mock debate representation.

Education

Siena College

Bachelor of Arts, Political Science

Magna Cum Laude

Who's Who in American Colleges and Universities

Awarded Lee Creigh Memorial Essay Award

Volunteer Experience

Marketing & PR Instructor, Tula Alliance, Tula, Russia, 2004. Chosen to travel and teach marketing and public relations to students, CEOs and business leaders in Tula, and University of Moscow.

Election Monitoring, League of Women Voters 1996-2000. Precinct reporting.

President, Womens Political Caucus, 1999-2000. Endorsement interviews and activities.

President, Women's Business Council, Albany- Colonie Chamber of Commerce.

Humanitarian Response Volunteer, World Central Kitchen, Ukraine. Traveled to Ukraine/Poland border to feed people three weeks after the Russian Aggression. 2022

Disaster Responder, American Red Cross, shelter worker during hurricane Beryl in Texas for two weeks, and tornado responses in New York, USA, 2024.

100 Women Who Care, Philanthropy Group.

Board Member, Haven of Hope, FMCC Foundation Board, HFM Prevention Council.

Indivisible Experience

Joined in February 2025

Emcee for Empty Chair Town Hall, March 2025

Co-lead for No Kings, largest public gathering in Warrensburg, NY. June 2025

Developed United We Sip, United We Read community building activities. May 2025 - ongoing

Developed Media Training for chapter leadership. Media Lead for all actions.

Responded to and led pop-up protests and media outreach for disappeared neighbor, Yuriy Zinovyev. June - September 2025

Know your rights training and moderation June 2025

Ice Responses, Lake George June and July 2025

No Kings, Albany Media Lead, March 2025

Rapid response online meeting after the killing of Alex Pretti. January 2026