

# THE Importance of Caring

JULY 2024

my journey into health care



## Lucy Rojo

MARKETING COORDINATOR

On the third floor of Columbus Community Hospital between maternal child health and human resources is a door you might assume is a closet. If you look closer, however, you will see that the door leads to the marketing department — a place where an intrepid group of professionals works hard to share the hospital’s story with the world.

The newest member of the marketing department is Lucy Kay Rojo, who started her position as a marketing coordinator in July.

Rojo was born and raised in Schuyler, Nebraska. After graduating from Schuyler Central High School in 2017, she continued her education at Wayne State College, majoring in marketing. Currently, she is going back to school for her master’s degree in business administration at Bellevue University in Bellevue, Nebraska.

**“When I started college, my mind was set to be a pediatric oncologist, but that did not happen,”** she said. **“I switched my major four times and landed on marketing. I did not know**

**what I wanted to do with it, but I loved the creative freedom that went with it.”**

Before coming to CCH, Rojo worked at Columbus Family Practice as a receptionist and was later promoted to referral specialist working alongside Dr. Kipton Anderson. Then, she worked at Faith Regional Health Services in Norfolk, Nebraska, as a digital marketing specialist. Most recently, she was the marketing director at the Columbus Area Children’s Museum.

**“The position was fun and I loved taking pictures of the children,”** Rojo said. **“However, I did miss the professionalism and overall vibe of being in health care.”**

She heard about CCH’s job listing for a marketing coordinator from her aunt, Llovana DeArcos, who works in outpatient surgery at the hospital.

**“I chose to work for CCH because it is somewhere close to home,”** she said, **“I do plan on moving to Columbus in the future.”**

Rojo’s job includes helping with social

media, writing the hospital’s weekly newsletter, keeping track of data and analytics, writing press releases and taking pictures.

**“My day starts with opening up my email and going through everything to ensure I do not miss anything important,”** she explained. **“After that, I start on my list of tasks and ensure my items are getting completed.”**

Rojo is still growing in her marketing career and is a good asset for the department.

**“What I have noticed here at CCH is your directors want you to be comfortable to ask questions and have an open mind,”** she said. **“I always say, ‘The more minds, the better,’ and I enjoy having my team help me with different ideas.”**

During Rojo’s free time, she enjoys painting, reading and weightlifting.

**To learn more about Columbus Community Hospital or available careers currently open within the hospital, visit [columbushosp.org](http://columbushosp.org).**