



Mary Hobson

(main) 503.342.2922

(cell) 503.548.8765

(fax) 503.342.6919

(skype ID) mary_hobson

mhobson@euhadra.com

Summary

With over 15 years experience developing strategic communication plans and assembling and directing agile creative teams to implement them, my goal is to always exceed client expectations. I have orchestrated complex projects—incorporating print, online, broadcast, and emerging social media components—for Fortune 500 companies in the retirement, financial, and healthcare industries.

Experience

Principal + Creative Director | Euhadra Consulting

April 2006 – Present

Comprehensive consulting services for the development of brand and communication strategies, refinement of key messages, and communication deployment. Clients include:

- **Stone Street Health Management (Jersey City, NJ)** Brand strategy and identity development, leading to comprehensive communication strategy and development of entire suite of materials (print, online, broadcast) for outreach to target audiences. Coordinated creation of corporate and consumer websites, incorporating Flash, streaming video, and email marketing elements. Developed extensible suite of targeted print materials. Scripted and produced marketing videos for direct and online distribution. Strategized attendance at public events, developed speaking points, and wrote and distributed multiple press releases.
- **bWell International (New York, NY)** Contracted as Chief Marketing Officer from June 2006–December 2008. Developed an ongoing marketing/public relations strategy to successfully launch consumer-focused health insurance selection tool. Outreach included social media messaging, press release development and deployment (via PR Newswire) and strategic purchase and development of print and online advertising. Strategized attendance at large national conferences, and spoke as bWell representative at events across the United States. Coordinated development of comprehensive corporate and consumer communications suites, including dozens of print pieces, corporate and consumer website, conference materials, and industry articles and white papers on consumer-directed healthcare.
- **EHE International (New York, NY)** Developed a 3-year marketing/public relations strategy to increase the visibility of the EHE International brand among stakeholders and facilitate their shift in focus from executive health exams to total employee population preventive care. Coordinated complete graphic rebranding of EHE International materials. Created individual communications strategies and messaging for specific target audiences. Developed graphics and content for two separately targeted websites, multiple print pieces, and advertising campaigns. Strategized attendance at public events including conferences targeted by audience, and crafted speaking points and speeches for attendees.
- **Regence Blue Cross / Blue Shield (Portland, OR)** Developed newsletter and brochure content for Regence’s “BlueBank” initiative and other wellness-centered initiatives. Assisted in the development of speaking points for corporate leaders to communicate with providers and other stakeholders.
- **Transform Communications (Portland, OR)** Subcontracted strategy and content development for Marathon Oil and Biodezyne in various mediums, including print, interactive, and web.



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SVP Consulting | Finity Communications

February 2005 – April 2006

- Led creative development of the company's core interactive educational portals, as well as education and marketing suites for HSA plans and 401(k) plans. Directed development of tradeshow collateral including booth and capabilities materials.
- Oversaw the development of custom client materials, including internal communications strategy and communications content. Content manager for EOS Airlines internal employee newsletter, delivered twice monthly.
- Spearheaded sales and consulting initiatives with Fortune 500 companies such as American Express, HSBC, Citibank, Sovereign Bank, and Nationwide Insurance. Drafted RFI/RFP responses, and prospected new business.

Creative Director/Consultant | Newkirk Products Inc.

June 2001 – September 2004

- Directed the output of a bicoastal (Portland, OR and Albany, NY) creative department consisting of six designers, two senior art directors, an editorial director, two writers, a proofreader and a statistician.
- Led brand and strategy consulting and directed print and interactive work for Fortune 500 financial institutions including SunTrust Bank, Nationwide Retirement Solutions, Nationwide Financial Services, Fifth Third Bank, and the Evangelical Lutheran Church in America (ELCA) Board of Pensions.
- Composed and reviewed press releases, directed the creation of capabilities brochures, and oversaw the development of tradeshow materials.

Creative Director / Consultant | Communi(k), Inc.

June 1999 – June 2001

- Senior Editorial Lead and later Creative Director for a department consisting of four designers, one senior art director, two writers, a proofreader and a statistician. Projects included enrollment and supporting materials for Commonwealth Bank of Australia and Great West Life, marketing collateral for e*trade, and ongoing education materials for SunTrust Bank.
- Professional development from an internally-focused position to a client-facing position, working directly with Fortune 500 clients
- Traveled extensively to visit clients for finalist presentations, situation analysis information gathering, strategy presentations, and campaign presentations.

Education

- Bachelor of Arts, University of Oregon, 1990
- Double major in Communications/English

Proficiencies

- Microsoft Word, Excel, PowerPoint, Outlook, Access, Project, and Entourage.
- Adobe InDesign, Photoshop, Illustrator, Bridge, Dreamweaver, and Flash (CS4).