

**SENIOR MARKETING LEADER**

<b>Product Marketing</b>	<b>Channel Marketing</b>	<b>Marketing Communications</b>	<b>Corporate Marketing</b>
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Experienced and highly accomplished **Strategic Marketing and Communications Leader** with a record of achievement enhancing Fortune 100 company visibility and improving growth, loyalty, and retention. Skilled in conceiving, creating, and implementing marketing strategies based on primary/secondary research. Specialized expertise in new product/program development and launches in business-to-business and business-to-consumer markets. A quick study in any product or service and a trusted advisor and strategic partner of companies in industries including healthcare, entertainment and media, manufacturing, fast food, utility, hospitality, and adult beverages. Core competencies include:

- Marketing
- Communications
- Advertising
- Collateral Production
- Branding
- Messaging
- Positioning
- Partnerships
- B2B/B2C Launches
- Sponsorships
- Public Relations
- Team Leadership
- Budgeting
- Retention
- Program Development
- Research

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**PROFESSIONAL EXPERIENCE**

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**New Moon Marketing Communications**

2014 – Present

*A firm providing leadership in branding, advertising, sales promotions, social media development, experiential marketing and PR.*

**Managing Principal**

Founder and owner of a strategic consultancy specializing in custom marketing solutions. Consulting services, targeted to small- to mid-sized businesses, corporate marketing departments, and advertising agencies, focus on marketing strategy planning, brand development and content marketing. Received Copyblogger’s “Certified Content Marketer” designation by completing advanced coursework and passing a detailed work review. Copyblogger Media, one of the preeminent marketing and blogging resources for bloggers, is a digital commerce company with more than 200,000 unique customers.

**Humana Inc.**

2000 – 2014

*An American Fortune 100 health and well-being company that markets and administers health insurance and wellness products to more than 11.1 million customers. Rapidly promoted through a series of increasingly responsible leadership roles.*

**Director, Direct Response Member Engagement Communications, Consumer Marketing (March 2012 – May 2014)**

Provided strategic leadership in the design and implementation of targeted and measurable strategic communication solutions for key business units to increase member loyalty and retention. Drove the design of targeted direct response campaigns by gathering, defining, executing, and reporting results from best in class data driven communications. Closely monitored and evaluated campaigns and reported results to key business stakeholders.

- Created member engagement direct response team to drive member loyalty and retention, optimize resources, drive better health outcomes, reduce costs, increase revenue, and enhance and improve the Humana member’s consumer experience. Advised all lines of business and other key partners in the design and execution of member based communications by using member data and applying a rigorous test/control methodology for all communications.
- Markedly improved member loyalty and retention by increasing member transactions in programs such as HumanaVitality. Drove design of digital and print campaigns that encouraged members to increase participation in health activities through use of member segmentation and database marketing techniques.

**Director, Proactive Care and Communication Strategies, Health Guidance Organization (February 2010 – March 2012)**

Played a key role in positioning Humana to lower long-term healthcare costs and increase member retention by promoting a proactive approach to health care management on the part of the consumer.

- Created new team and strategy for proactive care programs within clinical organization to include programs for at-risk members, such as MyDiabetes Path self-care disease management, eliminating gaps in care for Medicare and commercial members thus increasing retention.
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- Developed and implemented comprehensive member intervention program including communication and messaging programs delivered via print, Web, email, and telephonically in support of the CMS Stars program encouraging member engagement in screenings and tests encompassing HEDIS, HOS, and CAHPS measures designed to improve health and increase member retention.

**Director, Product Development/Member Loyalty and Retention, Senior Markets** (January 2006 – February 2010)

Created vision and strategic direction for the creation of a Medicare member loyalty and retention program, *Humana Active Outlook*.

- Created and provided leadership over program infrastructure.
- Conducted consumer research to create member loyalty program strategy and structure.
- Designed and outsourced program support areas including member call center, data management, program fulfillment, and Web site development as well as print material writing and design.
- Created ongoing member feedback mechanisms including Medicare member advisory panel.
- Established medical advisory board to consult on clinical content development.
- Initiated revenue generating program components through sponsored advertising and discounted product sales.

**Director, Corporate Marketing** (March 2000 – January 2006)

Developed and implemented corporate marketing strategy for new and existing product lines as well as small, mid-market, large, and national accounts commercial segments, and senior products including Medicare.

- Led “Guidance” branding initiative including management of advertising agency in creation of new brand strategy and external commercial advertising campaign including consumer research, brand strategy creation, creative and media campaign implementation and budgeting for print, TV, radio, out-of-home, promotions, online, and direct mail.
- Facilitated the marketing launch of four new products including Emphesys on-line health insurance, SmartSuite consumer-driven health plans, HumanaOne, Medicare Advantage and Prescription Drug Plan by conducting primary research, developing all sales collaterals including training and selling materials, managing advertising agency in creation of multimedia national ad campaigns, creating all new member materials and establishing and meeting all key performance metrics.
- Held authority for company growth and new product launches for Medicare Advantage and Prescription Drug Plans as part of national Medicare expansion. Conceived of and partnered with advertising agency to launch “Let’s Talk” experiential multimedia campaign. Identified sponsorship opportunity and sold through to leadership for Senior Olympic Games.

**Other Humana Activities**

- Selected to participate in Humana’s Women in Leadership program, a leadership development program provided to top women leaders.
- Active participant of Humana’s Women’s Network Resource Group; conceived of and implemented the first Women of Distinction Award program during 2014 Women’s History Month.
- Attained Platinum Status, the highest level, in HumanaVitality, Human’s health and well-being program by participating in activities to improve and maintain personal health.

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**PREVIOUS POSITIONS**

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- Price Weber Marketing Communications, *Director of Account Planning*, 1999-2000
- Imagine Marketing Communications, *Managing Principal*, 1997-1999
- WDRB-TV, *Director of Marketing and Promotion*, 1994-1997
- Sheehy and Associates Advertising and Public Relations, *Vice President, Account Group Manager*, 1992-1994
- Humana Inc., *Corporate Marketing Manager, Women and Children’s Services*, 1990-1992
- Humana Hospital – Audubon, *Director of Marketing and Public Relations*, 1987-1990
- Humana Hospital – University, *Public Relations Manager*, 1983-1987

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**EDUCATION**

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*PhD, Communication*, University of Kentucky  
*M.A., Marketing*, Webster University  
*B.A., Journalism/Political Science*, University of Kentucky

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