

HOLLY A. HOSLER

Freelance Writer & Marketing Communications Manager



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💻 hollyhosler.com

📍 Kansas City, KS

Clear and compelling writer with a solid background in hospital marketing and medical copywriting.

EXPERIENCE

President, Holly Hosler, LLC, Kansas City, KS

(11/17 – present)

Offer freelance writing and marketing services primarily for hospitals and other clients in the medical industry.

Marketing & Communications Manager

University of Maryland Medical System, Baltimore, MD

(11/15 – 10/15)

Oversaw marketing efforts for the UM Marlene and Stewart Greenebaum Comprehensive Cancer Center at the University of Maryland Medical Center. Wrote and launched a quarterly clinical trials email aimed at referring providers. Collected, interpreted and utilized data and research to inform marketing strategy. Compiled and presented quarterly marketing updates to physician leadership.

Copywriter (11/13 – 10/15)

Marketing/PR Coordinator (9/08 – 11/13)

LifeBridge Health, Baltimore, MD

Wrote engaging copy for advertising, collateral, web, newsletters, blog posts and executive communications. Served as writer and editor for the health system's magazine mailed to 50K households. Counseled internal clients about how to make their messages more strategic and take advantage of low-cost marketing tactics.

Advertising Account Executive

BeaconFey, Baltimore, MD (6/07 – 9/08)

Developed and executed marketing plans and budgets of up to \$2.5 million. Researched and wrote detailed creative briefs describing medical procedures in layperson's terms, and oversaw radio and TV production of ads airing in the nation's fourth largest media market.

Advertising Account Executive

The Star Group, Wilmington, DE (5/04 – 6/07)

Day-to-day contact for the office's two largest accounts. Managed an assistant account executive and led internal and external meetings. Directed creative team to produce on-target deliverables.

Associate Campaign Writer

Intercollegiate Studies Inst., Centerville, DE (3/03 – 3/04)

Wrote successful grants, fundraising letters and donor reports. Managed donor newsletter; redesigned publication and wrote, edited and laid out content.

Public Relations Account Manager

Sam Waltz & Associates, Greenville, DE (07/02-03/03)

Wrote successful press releases, business appeal letters and proposals. Wrote and designed collateral pieces.

EDUCATION

M.A. in English, Iowa State University, Ames, IA

(May 2001)

Concentrated in Rhetoric, Composition and Professional Communication. One of two in class inducted into Phi Kappa Phi.

B.A. in English & History, Taylor University, Upland, IN

(May 1999)

Graduated *summa cum laude*. Served as editor-in-chief of college literary magazine. Studied abroad at Oxford University. Minored in political science and completed internships in Washington, DC.

Other Education

Emerging Leaders Program, LifeBridge Health, spring 2012 (inaugural class). Institute of Advanced Advertising Studies, 4A's Philly Council, spring 2007. Ph.D. coursework in history through a fellowship at the University of Wisconsin-Madison, 8/01 – 5/02.

SKILLS & STRENGTHS

- **Writing** copy for wide variety of purposes and audiences
- **Editing** and familiarity with various **style guides**
- Working knowledge of several different **CMS platforms** and basic **HTML**
- **Desktop publishing** including experience with **Adobe Creative Suite**
- **CRM** experience (Salesforce)
- Experience with various **email marketing platforms**
- **Academic research** including experience with **PubMed** search and gathering information from medical journals
- Consistently test as **INTJ** (“**The Mastermind**”) on the professionally administered Myers-Briggs Type Indicator®
- CliftonStrengths® theme is **Strategic Thinking**
- People. Things. **Ideas**. ✓
- I am proudest of my work when it involves **synthesizing** new information with what is already known to produce a **novel approach** or **creative deliverable**.

PERSONAL

I crave both intellectual and creative outlets, so my hobbies include calligraphy, competitive shopping, cooking, interior decorating, keeping abreast of current events, playing piano, reading books about intellectual history, talking with my historian husband, wine tasting, and using dessert ingredients to create art. I try to stay healthy through speed walking, dance aerobics and floor exercises.