

# MaryAnn Simkewicz

Online portfolio: [maryannsimkewicz.com](http://maryannsimkewicz.com)

LinkedIn: [linkedin.com/in/maryannsimkewicz](https://www.linkedin.com/in/maryannsimkewicz)

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I am a creative communications specialist with more than 15 years of marketing experience. I develop effective, compelling communications that activate, inform and deliver results.

## Core Competencies

Writing  
Editing  
Project management

Digital communications  
Social media  
Public relations

Content management  
Event planning  
Account management

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## Professional Experience

### **ConnectiCare** – a leading health plan in the state of Connecticut (2015 – Current) **Senior Content Marketer**

I joined ConnectiCare shortly after the introduction of the Affordable Care Act, when health care was transformed into a B2C industry. I was brought on board to create simple, easy-to-understand communications designed to engage consumers and help them get the most out of their health insurance plans. I work on a wide variety of materials including direct mail, email, web copy, newsletters, scripts, collateral, social media and product materials.

- Write monthly member newsletters, segmented by business line
- Collaborate with cross-functional team to develop a social media content calendar
- Write all social media posts/responses and provide direction to graphic design for accompanying images
- Create content for targeted, multimedia campaigns that address specific programs and goals
- Develop member onboarding and community outreach materials to jumpstart health insurance literacy
- Rewrite a variety of member and provider communications to ensure clear, concise and on-brand messaging
- Work with advertising agency to produce marketing materials for various channels

### **Connecticut Economic Resource Center (CERC)** – nonprofit economic development organization (2000 – 2015) **Assistant Marketing Manager, 2011 – 2015**

(Marketing Coordinator 2000 – 2004 • Marketing Specialist 2005 – 2007 • Marketing Account Supervisor 2007 – 2011)

As a key member of the marketing team I managed a wide range of activities, including planning and strategy, writing and editing, digital communications, public relations, social media, and event planning. I worked with internal departments to fulfill their marketing needs and supervised client projects.

- Produced project proposals/RFP responses, schedules and marketing plans
- Built and maintained client relationships and served as primary account manager
- Directed communications and project workflow
- Oversaw web site development and managed content
- Wrote, edited and developed marketing materials and presentations
- Managed vendors, including graphic designers and copywriters
- Executed multiple monthly email newsletters
- Managed social media planning and implementation (blogs, Twitter, Facebook, LinkedIn and YouTube)
- Planned and managed all aspects of company and client events
- Wrote speaking points and prepped presenters
- Wrote and distributed press releases and fielded media calls

## Awards & Accolades

### 2016

- ConnectiCare Making a Difference Award, for launching and managing ConnectiCare's Facebook page

### 2014

- Silver Mercury Award, Online Newsletter category, for CERC e-newsletter - from the Connecticut Chapters of the Public Relations Society of America (PRSA)

### 2013

- Best in Class award, Newsletter category, for the CERC e-newsletter and President's Message - from the Northeastern Economic Development Association (NEDA)

### 2012

- Excellent award, Special Events category, for CERC's annual event, Celebrate Connecticut! - from the Northeastern Economic Development Association (NEDA)
- Superior award, Annual Report category, for the CERC Partnership Report - from the Northeastern Economic Development Association (NEDA)

### 2011

- Superior award, Newsletter category, for the Connecticut Economic Development Association (CEDAS) e-newsletter - from the Northeastern Economic Development Association (NEDA)
- Excellent award, Special Events category, for CERC's annual event, Celebrate CT! - from the Northeastern Economic Development Association (NEDA)
- Excellent award, Newsletter category, for the CERC e-newsletter- from the Northeastern Economic Development Association (NEDA)

### 2010

- Excellent award, General Purpose category, Connecticut's Business Response Center/CT-CLIC brochure - from the Northeastern Economic Development Association (NEDA)
- Excellent award, Special Events category, CERC SiteFinder Showcase invitation - from the Northeastern Economic Development Association (NEDA)
- Excellent award, eNews Communications category, CERC e-newsletter - from the Northeastern Economic Development Association (NEDA)
- Merit award, General Purpose category, Small Business Development Center insert for Small Business Administration (SBA) guide - from the Northeastern Economic Development Association (NEDA)

### 2009

- Excellent award, Internet Homepage category, cerc.com - from the Northeastern Economic Development Association (NEDA)
- Merit award, Internet Homepage category, CTEarlyChildhood.org - from the Northeastern Economic Development Association (NEDA)
- Silver Mercury award, Web Site category, cerc.com - from the Connecticut Chapters of the Public Relations Society of America (PRSA)

### 2007

- Superior and Best in Class awards, Newsletter category, for the CERC e-newsletter- from the Northeastern Economic Development Association (NEDA)
- Silver Mercury Award, Interactive Media category, for cerc.com - from the Connecticut Chapters of the Public Relations Society of America (PRSA)

### 2006

- Superior and Best in Class awards, Internet Homepage category, for cerc.com - from the Northeastern Economic Development Association (NEDA)

## **Education**

**B.A. Journalism/Mass Communication**, Lock Haven University of Pennsylvania