

# Holly Cooper Mason

---

holliac97@gmail.com | www.hollycoopermason.com

## **Freelance Writer and Editor**

**Atlanta, GA**

**July 2011-present**

Specializing in healthcare marketing, providing editorial project management, internal and corporate communications, copywriting, creative direction, online content development and more to some of the nation's leading academic medical centers. Additional contract work for online and catalog retailers, including James Avery Jewelry, HearthSong and FootSmart.

- Recent clients include: UVA Health System, Duke Medical Center, Roswell Park Cancer Institute, Children's National Medical Center, Children's Healthcare of Atlanta
- Winner of the Gold and Silver Aster Awards for Healthcare Marketing
- Lead writer for UVA Healthy Balance, a blog educating consumers on how to improve their health
- Launched and managed UVA Physician Resource (uvaphysicianresource.com), a site targeted to UVA Health referring providers
- Ghost writer for UVA physicians; Vital Signs monthly health column appearing in the Charlottesville Daily Progress
- Involved in rebranding and optimization of web content for Roswell Park Cancer Institute, Duke Medical Center and UVA Culpeper Hospital
- Regular contributor to Vim & Vigor Magazine
- Contributing writer and content strategist for Duke Health's website and branding refresh effort
- Lead writer for Children's Healthcare of Atlanta and the Children's Healthcare of Atlanta Foundation, providing content for direct mail, email marketing, consumer blog, as well as a variety of major fundraising campaigns, including multiple EOY campaigns and a \$2B capital campaign

## **UVA Health System**

**Charlottesville, VA**

**March 2008 to July 2011**

UVA Health System is ranked among the nation's top academic medical centers, employing more than 6,000 people.

### **Contributing Writer and Editor, Marketing**

- Penned regular feature articles for internal publications and websites
- Developed concepts for marketing campaigns both internal and external
- Crafted copy for advertisements, brochures, signage, web banners, handbooks, video segments, leadership presentations and more
- Monthly contributor to clubreduva.com
- Wrote regular health and wellness feature articles for Albemarle Family Magazine

### **Editor, Organizational Communications**

- Integral to the launch and ongoing management of the Health System's first weekly internal publication
- Lead role in development and execution of UVA Storybook, a video series capturing stories of providers and their patients
- Measured content effectiveness utilizing internal surveys, web metrics and reader response
- Edited and contributed to an internal quarterly publication, winner of the Service Industry Advertising Awards Gold Award, as well as the Gold Aster Award

**Madison Brands**                                      **Madison, VA**                                      **July 2002 to March 2008**

Madison Brands is a national catalog retailer owned (during my tenure) by 1800Flowers.com. They specialize in products for home, hearth and garden sold nationwide via catalog (Plow & Hearth), websites and in their Virginia-based retail stores.

Editorial Manager

- Created the role of Editorial Manager based on changing company needs
- Managed a mid-size staff of both freelance and staff writers
- Collaborated with merchants and art directors to improve product presentations, initiating changes to ensure the accuracy and effectiveness of all copy used in this multi-channel retail environment

Copywriter

- Maintained and strengthened brand identity by creating targeted messaging for all marketing materials
- Produced catalog copy for three catalog titles (Plow & Hearth, Country Home, Problem Solvers), as well as emails, website content, direct mail, ads for print, radio and television, retail signage and corporate communications

**Lexis-Nexis**                                      **Charlottesville, VA**                                      **July 2001 to July 2002**

Lexis-Nexis in Charlottesville is a leader in legal publishing, employing more than 600 people in its three local offices.

Coordinating Editor

Edited, indexed and proofread supplements to city and county municipal codes

**Creative Loafing**                                      **Atlanta, GA**                                      **Oct. 1999 to July 2001**

An alternative news weekly covering arts, news and events in Atlanta and the surrounding areas. It is the second largest newspaper in Atlanta with a circulation of more than 100,000 readers.

Associate Arts and Entertainment Editor

- Held position of editor of the cuisine, technology, real estate, career and travel sections
- Created special supplements on a variety of topics, including home decor, dining and gardening

Happenings Editor

- Managed weekly calendar of events
- Maintained a database of thousands of event listings for print and on-line publication
- Promoted to Associate Editor in less than six months

**Mademoiselle Magazine**                                      **New York, NY**                                      **September 1997 to March 1999**

A Conde Nast publication introduced in 1935, covering lifestyle trends of young women until 2001.

Freelance Contributing Writer (5/00-10/01)

- Submitted story ideas with an Atlanta angle
- Wrote feature stories profiling lifestyle trends of young women

Editorial Assistant

- Performed research, writing and editing for columns, mini features and sidebar items

Production Assistant

- Maintained production schedules
- Processed all contributing writer contracts
- Performed general office management

### **Internships**

Rolling Stone Magazine, summer 1996

Atlanta Magazine, fall 1996

### **Philanthropic Efforts**

Volunteer, The Haiti Mission

Former Public Relations and Community Outreach Adviser, The Robert N. Ford Orphanage and School at Grison-Garde, Haiti

Volunteer, Concrete Jungle Atlanta

Harvesting and delivering fresh produce to families in need

### **Writing Credits**

Mademoiselle Magazine \* Rolling Stone Online \* Albemarle Family \* C-ville Weekly \* Patch.com  
C-ville House & Home \* Creative Loafing \* The Athens Observer \* Vim & Vigor \* UVA Club Red  
\*Peds: Children's Healthcare of Atlanta \* Pinnacle of Rehabilitation Care \* The Charlottesville  
Daily Progress \* The Hook \* NBC29 Charlottesville

### **Education**

The University of Georgia  
B.A., Journalism, June 1997

Major: Magazines  
Minor: Italian

### **Skills and Interests**

Working knowledge of the following: PC and Mac OS, Excel, Microsoft Word, Photoshop, InDesign, Google Analytics, Acoustic, Wordpress, Weebly, Workfront. Interests include: creative writing, furniture refinishing, yoga, boating and travel.