

Holly Cooper Mason

Senior Writer | Editor
Atlanta, Georgia

PROFESSIONAL EXPERIENCE

Freelance Writer & Editor | Atlanta, Ga.

July 2011–Present

Award-winning writer and editor with more than 25 years of experience spanning healthcare and nonprofit marketing, health and wellness reporting, content strategy and corporate communications. Specializing in translating complex topics into compelling, engaging content that builds brand awareness, inspires action and delivers results.

Recent clients: UVA Health, Duke Health, Roswell Park Comprehensive Cancer Center, Children's National Hospital, UK Markey Cancer Center, Children's Healthcare of Atlanta and Children's Healthcare of Atlanta Foundation

- Helped define and refine the voice of Children's Healthcare of Atlanta and Children's Healthcare of Atlanta Foundation, acting as lead writer for donor- and consumer-facing content since 2019. Managed content production for several major initiatives, including year-end fundraising, recruitment efforts and a \$1 billion capital campaign.
 - End-of-year email campaign saw a 15% YOY increase in revenue and an 80% increase in average donation
 - Contributed to the success of the \$1 billion capital campaign using advertising, direct mail, email, environmental marketing, a microsite and other integrated marketing strategies
- Effectively translated complex medical and clinical information into accessible, compelling content for patients, families, donors and national healthcare audiences.
- Produced award-winning content for UVA Health, including consumer health articles, physician outreach, internal communications and marketing campaigns.
- Interviewed thousands of sources and subject-matter experts, from physicians, researchers and executive leadership to patients, families and hospital staff.
- Served as lead writer for UVA Healthy Balance, a health and wellness blog.
 - Two articles continue to rank among the site's top performers five years after publish date, generating more than 12,000 views.
- Launched and managed UVA Physician Resource, an email newsletter and website tailored to referring providers, independently overseeing content development and optimization.

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- Selected as ghostwriter for hospital leaders, researchers and physicians, writing press announcements, donor communications, news segments, speeches, as well as a monthly health column published in The Charlottesville Daily Progress.
- Contributed to website rebranding, content strategy and optimization initiatives for Roswell Park Comprehensive Cancer Center, Duke Health and UVA Culpeper Hospital.
- Produced content for Duke Health's consumer website and physician outreach efforts.
- Regular contributor to Vim & Vigor and other consumer health and lifestyle publications.
- Provided contract copywriting and editorial services to consumer brands, including James Avery Jewelry, HearthSong and FootSmart.
- Winner of Gold, Silver and Bronze Aster Awards for healthcare marketing and the PRSA Phoenix Award.

UVA Health | Charlottesville, Va.

March 2008–July 2011

Writer & Editor, Organizational Communications

- Wrote feature articles for internal publications, websites and consumer outreach efforts.
- Developed concepts and copy for internal and external marketing campaigns.
- Created content for advertisements, brochures, reports, signage, websites, handbooks, video segments, leadership presentations and other marketing materials.
- Served as a monthly contributor to Club Red and wrote regular health and wellness features for Albemarle Family Magazine.
- Played a key role in launching and managing UVA Health System's first weekly internal publication.
- Led the development and execution of UVA Storybook, a video series featuring stories of providers and their patients.
- Evaluated content effectiveness using internal surveys, web analytics and reader feedback.
- Edited and contributed to an internal quarterly publication recognized with Gold Service Industry Advertising and Gold Aster Awards.

Madison Brands | Madison, Va.

July 2002–March 2008

Editorial Manager

- Created and developed the Editorial Manager role in response to evolving needs of this national multichannel retailer specializing in home, hearth and garden products.
- Managed a team of staff and freelance writers, overseeing assignments, editing and workflow.

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- Collaborated with merchants and art directors to strengthen product presentation and ensure accuracy, consistency and effectiveness across catalogs, websites and other marketing channels.
- Developed targeted messaging that strengthened brand identity across multiple consumer brands and channels.
- Wrote copy for three national catalog titles — Plow & Hearth, Country Home and Problem Solvers — as well as email, websites, direct mail, print, radio and television advertising, retail signage and corporate communications.

Creative Loafing | Atlanta, Ga.

October 1999–July 2001

Associate Arts & Entertainment Editor

- Edited cuisine, technology, real estate, careers and travel sections for Atlanta's leading alternative newsweekly.
- Worked with seasoned contributing writers to identify and produce timely, entertaining content.
- Conceived and produced special supplements covering home décor, dining, gardening and other lifestyle topics.
- Managed the weekly events calendar and maintained a database of thousands of listings for print and online publication.
- Promoted from Calendar Editor to Associate Editor within six months.

Mademoiselle Magazine | New York, NY

September 1997–March 1999; May–October 2001

Editorial Assistant / Contributing Writer

- Researched, reported and edited material for columns, features and sidebars.
- Maintained production schedules and processed contributor contracts.
- Provided editorial and administrative support across the magazine.
- Pitched and wrote feature stories with an Atlanta focus, including profiles and stories examining lifestyle trends among young women.

Rolling Stone Magazine | New York, NY

Editorial Intern, June–August 1996

Atlanta Magazine | Atlanta, Ga.

Photography Intern, January–March 1997

EDUCATION

University of Georgia | Athens, Ga.

B.A., Journalism, 1997

Major: Magazines | Minor: Italian

AWARDS

Aster Awards: Gold, Silver and Bronze

PRSA Phoenix Award

SELECTED WRITING CREDITS

Mademoiselle Magazine | Rolling Stone Online | Creative Loafing | Vim & Vigor | The Charlottesville Daily Progress | Albemarle Family Magazine | C-ville Weekly | C-ville House & Home | The Athens Observer | The Hook | Pinnacle of Rehabilitation Care | Our Health Magazine | NBC29 Charlottesville | Patch.com

COMMUNITY INVOLVEMENT

The Robert N. Ford Orphanage and School, Haiti: Former Public Relations and Community Outreach Adviser

Volunteer: Concrete Jungle, Habitat for Humanity, Meals by Grace, The Haiti Mission

SKILLS & EXPERTISE

Feature writing | Interviewing and researching | Health and wellness reporting | Travel writing | Editorial management | Brand voice and messaging | SEO | Corporate and internal communications | Healthcare and nonprofit marketing | PR | Donor communications | Digital content | Scripting | Ghostwriting

Technology: Word, PowerPoint, WordPress, Mailchimp, Google Analytics, Workfront, Mac and PC

PORTFOLIO

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