

Susan McDonald

130 Morning Dew Cr. Jupiter, FL 33458

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Cell: 937-470-5371

Education

Bachelor of Arts in Strategic Communications, **The Ohio State University**, 2007

- Strong emphasis in marketing, public relations, business writing, and English

Summary of Skills:

- Strong understanding of the health care industry and the perpetually evolving Medicare health care industry
- Solid understanding of Managed Care, MRA/HEDIS, EHR, specialist networks, referrals
- Experienced and skilled in speaking, writing, managing resources and sales
- Excellent interpersonal communication skills, both written and verbal
- Experienced in fast-paced environments demanding strong organizational and multi-tasking skills
- Concrete understanding of PrintShop, Microsoft PowerPoint, Word, Outlook, and Excel

Experience

Healthy Partners, Inc. 5/9/2011 – Present, Jupiter, FL

Marketing and Creative Design Coordinator

Healthy Partners is a premier MSO (Medical Management Organization) affiliated with some of South Florida's top primary care physicians

- Act as physician liaison and built strong, trusting relationships with contracted primary care physicians and provide guidance on the current Medicare markets, top marketing strategies, and best ways to retain current patient base.
- Generate the planning, implementation, and evaluation of key marketing strategies to increase physician's membership and consequently success
- Facilitate the membership development of Healthy Partners' newly contracted physicians.
 - Three separate physicians obtained Humana Gold Plus memberships of over 150 patients in less than four months.
- Assist physicians and practices on the most effective avenues to shift current managed care patients (on competing Medicare Advantage plans) onto the Humana Gold Plus plan while maintaining CMS compliance; successfully transferring over 500 patients.
- Drive patient-membership growth by developing marketing plans, building community relations, and designing advertising, while ensuring compliance with Medicare guidelines
- Attend, organize, and facilitate marketing events for physicians' practices; Events including Open Houses, Community Health Talks, Birthday Socials, and more.

Enterprise Bank 4/2010-5/2/2011, Jupiter, FL

Marketing/Community Liaison

- Collaborate with senior management to identify and drive account growth opportunities through research, marketing and advertising.
- Develop marketing materials such as brochures, Power Point presentations, and media kits including drafting original copies, editing, branding, and production coordination in order to support bank staff and salespeople.
 - Develop media advertising in newspapers, radio, and direct mailings.
 - Bank deposits increased from 48 million to 52+ million due to combined marketing and personnel efforts
- Create and execute engaging, community driven events to attract new business opportunities to the bank.
 - Organize sponsorship of community events in order to increase brand awareness.

Bright Path LTD 11/2008-4/2010, Dayton OH and Jupiter, FL

Program Analyst

Bright Path LTD is an engineering consulting firm providing innovative ideas and expert advice to such companies/industries as the US Air Force and the Aeronautical Systems Center in California.

- Assists the Program Manager in providing consulting support to organizations acquiring and modifying aircraft at Wright-Patterson Air Force Base Ohio
- Supports the Program Manager by preparing invoices, reports, PowerPoint presentations and performing general office duties
- Reviews, edits and improves documents for Program Offices acquiring aircraft systems
- Drafted a Program Environment, Safety and Occupational Health Evaluation for an aircraft simulator program

- Reviewed and improved two procedural documents on Environmental Management for the Aeronautical Systems Center (ASC), an organization of about 9,000 employees
- Consistently meets deadlines set by the Program Manager
- Supported the development of several risk management tools for ASC
 - Helped develop two automated tools to gauge environmental risk – also updated a Users' Guide for one
 - Proposed improvements to a template for documenting management plans to address environmental risk by restructuring the document to improve ease of use

Kennedy Equine Centre 12/2007-09/2008 Tralee, County Kerry Ireland

Professional Equestrian-Show Jumping Rider

- Trained, groomed, and showed Irish Sport Horses in show jumping at a top international horse breeding facility
- Communicated and collaborated with people from several different countries and cultures on a daily basis
- Learned many aspects (from marketing to working with customers) of running a successful, international business
- Consistently met deadlines and worked under pressure to ensure assigned horses were successful at horse shows
- Placed in the ribbons in the 4, 5, and 6 year old classes at national and international shows such as Millstreet, Dublin Horse Show, Sunshine Tour (Esp), and South of England Show

The Ohio State Lantern Newspaper 5/2005-11/2007 Columbus, Ohio

Internship/Advertising Assistant

- Responsible for proofreading and copyediting important multi-page advertisement layouts for The Lantern
- Addressed customer inquiries, interpreted and delivered information, proposed suggestions, provided guidance, identified, investigated and negotiated conflicts
- Designed classified advertisements that met both the customers' and newspaper's standards
- Served as the liaison between the classified and advertising departments in the resolution of day-to-day administrative and operational tribulations
- Collaborated with various newspaper staff in determining national advertisement campaign and potential for return on investment

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References

Name: Alesia Alvarez
Company: Healthy Partners, Inc.
Relationship: Supervisor
Contact: 561-632-7954 (cell)
alesia@healthypartners.com

Name: Nancy Cutler
Company: Healthy Partners, Inc.
Relationship: Co-worker
Contact: 954-328-8967 (cell)
nancy@healthypartners.com

Name: Rayma Buckles
Company: Enterprise Bank
Relationship: Supervisor
Contact: 561-339-0581 (cell)

Name: Wilza Perez
Company: Enterprise Bank
Relationship: Co-worker
Contact: 561-374-2816 (cell)

Additional References and Letters of recommendation upon request