

**Maria I. Hecht**  
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## Professional Summary

Highly experienced communications professional. Focus on developing and implementing thoughtful, effective communications strategy and tactics for healthcare, medical, and academic research environments. Experienced in creative conceptualizing; social media messaging (including video development); creative staff management, agency and vendor relationships; peer-reviewed editorial processes; writing and editing for patient education.

## Professional Experience

**Web & Social Media Editor** **5/2008 to Present**  
**Health Services Research & Development Service, Dept. of Veterans Affairs, Boston, MA**

### Key Achievements

- Provided creative and strategic direction for online content and research team dissemination materials.
- Developed online and print content using government-sponsored research for use in consumer-facing web content.
- Redesigned website to include portal-entry style content options.
- Filmed, produced, and posted series of online videos describing research to consumer audiences.
- Initiated major social media campaigns, including assessing, evaluating, recommending, and implementing dissemination via Yammer, Twitter, Facebook, YouTube, and other VA-approved social media outlets.

**Senior Copywriter/Copy Chief** **5/2003 to 10/2007**  
**Marketing Communications, Blue Cross Blue Shield of Massachusetts, Boston, MA**

### Key Achievements

- Established editorial strategy, researched, wrote, and edited patient education and member information for constituents of 2.5 million member health insurance company.
- Developed and wrote complex corporate communications including executive memos, business partner correspondence, speeches, and talking points.
- Continually executed innovative and fresh creative campaigns for high-volume, fast-paced department.
- Created informative, effective sales training materials in concert with product development teams.
- Implemented and distributed editorial guidelines and strategy across the Creative Services and Account Management teams.

**Editorial Consultant, Cambridge, MA** **7/2001 to 5/2003**

Editorial consultant for healthcare and medical clientele including Mass Insight/Mass Education, Boston, MA; Perkin-Elmer Scientific, Boston, MA; and Magic Hour Communications, Watertown, MA.

**Communications Manager** **12/2000 to 7/2001**  
**Genomics Collaborative, Inc., Cambridge, MA**

### Key Achievements

- Conducted extensive overhaul and update of corporate website, corporate communications and marketing materials, and B2B business development white papers.
- Oversaw creative development (writing, editing, art direction) for consumer health care materials designed to elicit voluntary participation on genetic materials collections process.
- Acted as Creative Director to develop comprehensive branding strategy; executed that strategy across all channels to achieve internal and external brand cohesion.
- Developed new clinical and consumer health care topics for use in partner website using existing NIH content.
- Establish editorial calendar for use in consumer healthcare partner website.
- Worked with senior vice president of genetic research to review papers for peer-reviewed journals to assure adherence to journal editorial standards.
- Manage external public relations agency, and direct external media contacts to appropriate in-house spokesperson.

**Managing Editor** **1/2000 to 12/2000**  
**experience.com, Boston, MA**

### Key Achievements

- Developed creative concepts for initiatives including advertising, outreach for B-2-B clients, and on-campus marketing.
- Conceptualized, wrote, and edited, and various print and online features.
- Initiated integration of online art and editorial team services into print division.
- Defined and established new vendor relationships, and ensured quality control for all products provided by those vendors.
- Implemented new mechanisms of outsourcing and cost-savings for marketing and sales collateral.

Science Writer 9/1998 to 1/2000  
Office of Corporate Communications  
Boston University Medical Center, Boston, MA

**Key Achievements**

- Wrote internal and external medical, health, and scientific material including staff profiles, research topics, and consumer health care articles.
- Developed subscriber survey to assess appropriateness of timing, topics, and editorial tone of weekly subscription series.
- Edited internal and external medical and scientific publications, ensuring delivery of all material on deadline. Developed, wrote, and edited topic areas for weekly subscription service.

**Education**

- Graduate Program in Healthcare Communication, Tufts Medical School-Emerson College, Boston, MA
- Bachelor of Arts. Writing, Literature, and Publishing, Emerson College, Boston, MA.