



ABOUT

Since 2004, Adrienne Foley has provided marketing, communications and writing solutions for various organizations and non-profits. Some clients desire marketing strategy and communications planning, while others require basic project management and solid content development. For many clients, Foley acts as an extension of their marketing department, helping to alleviate in-house workloads. The following overview should give an idea of the type of marketing strategy and solutions recently provided to clients.

RECENT SOLUTIONS (2014-2017)

BLUE CROSS & BLUE SHIELD OF MINNESOTA – Eagan MN

Senior Marketing Consultant – Onsite Contractor (2015-2017)

Managed development and implementation of effective strategic marketing plans that support affiliate business groups (CCS TPA and BlueLinkTPA). Developed organizational value story; led internal branding/signage project; developed sales support collateral; led website temporary redesign; primary liaison between marketing team and business partners. Worked on site four days each week.

Onsite Contract Writer (2015)

Hired to fulfill eight-week assignment during B2B marketing writer's maternity leave.

NORTH MEMORIAL MEDICAL CENTER – Robbinsdale, MN

Have supported marketing and communications on a number of initiatives, including new website content; writing and producing quarterly physician e-newsletter, direct mail pieces and 79-page hospital services directory; writing and coordinating the development of radio PSAs; patient testimonial videos; developing print ads to promote new urgency center, to name a few.

CHRISTUS TRINITY MOTHER FRANCES HOSPITALS & CLINICS – Tyler, TX

Serve as extension of marketing team for hospital system in East Texas by providing content support for physician welcome communications as well as special projects such as 20th anniversary publication and patient handbook.

TENET FLORIDA PHYSICIAN SERVICES – Boca Raton, FL

Developed strategy, outlines and content for orthopedics, pediatrics, bariatrics, cardiovascular and obstetrics/gynecology medical specialty micro sites, as well as supporting patient collateral.

HEALTHEAST -- Stillwater Clinic Weight Loss Program – Stillwater, MN

Launch of new weight loss program included program brochure, direct mail, copyediting of patient program handbook, customizing outreach power point presentations, written patient testimonials, website content, patient and employee newsletter content, press release and physician/consumer outreach letters.

MIDWEST FETAL CARE CENTER – Minneapolis, MN

Hired to help launch presence of this virtual center, a joint venture between The Mother Baby Center and Allina Health. Included website content; educational video interviews with physicians, patient testimonial videos, virtual tour of new facility; print collateral (sales piece for referring physicians; patient education sheets, capabilities piece, medical team bio flier).

CHILDREN'S HOSPITALS AND CLINICS OF MN – Minneapolis, MN

Hired to write and project manage the 2010, 2011, 2012 annual reports. Won Gold Award of Excellence for 2010 report; won Gold Award of Excellence, plus Best of Show, for 2011 report by Minnesota Health Strategy & Communication awards.