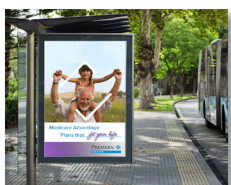



Enclosed are select healthcare marketing strategies, each supported by detailed narratives and outcomes. My expertise in healthcare communications has been honed through impactful projects with major healthcare providers like Premera Blue Cross, Harmony Homes Living, and Philips Healthcare. These projects demonstrate my ability to translate complex medical concepts into clear, engaging, and compliant visual communications. From digital campaigns to print collateral, each sample highlights my commitment to enhancing patient engagement and supporting healthcare professionals through effective design and storytelling. Please visit www.skndesigns.com for “featured work,” and expanded “portfolio” including samples that span across multi-media touch points: campaigns (digital and print), videos, brand, social media, sales enablement, presentation decks and event materials from authentic client work.

1 PREMIERA BLUE SHEILDS | MEDICARE ADVANTAGE

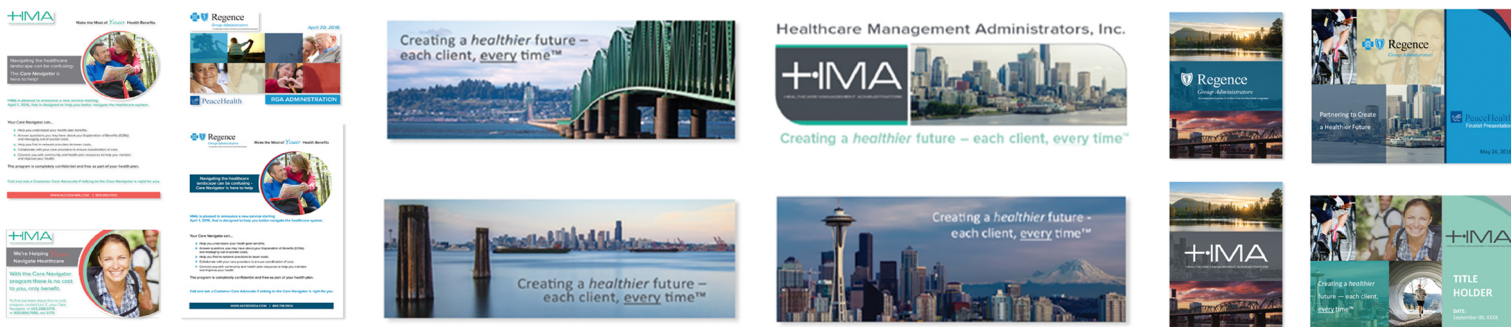


 *Shelley reported directly to me, and was a key part of creating numerous collaterals, mailers, brochures, and required marketing materials to support a five county Medicare Advantage product launch. Medicare Advantage is an extremely regulated environment, with compliance demands... Despite these restrictions, Shelley adapted quickly to the regulatory challenges and capably produced successful materials. Shelley will be a strong asset to any creative team.*
- Greg Smith, Sr Marketing Manager, Medicare

A new brand campaign for a five-county Medicare Advantage product launch for Premera Blue Cross’s Medicare Plan with the intention to increase customer engagement and enrollment. The campaign resulted in a 22% increase in enrollment first quarter and a notable 27% increase in website traffic and attendance at in-person events.
<https://www.skndesigns.com/premera>

2 HEALTHCARE MANAGEMENT ADMINISTRATORS | HEALTHCARE BENEFITS

I spearheaded the creation of comprehensive brand campaigns tailored for self-funded employers, ensuring that their affordable health plans reached the right audience. My role involved designing cohesive visual strategies across multiple platforms, including proposal and presentation decks, print and digital bailouts, and engaging social media content.
<https://www.skndesigns.com/multimedia>



3 HARMONY CARE HOMES | ASSISTED LIVING

Branding and multimedia marketing for Harmony Care Homes, crafting a unique and cohesive brand identity from the ground up. This included designing the logo, developing a user-friendly website, content development, and producing a range of printed collateral.
<https://www.skndesigns.com/websites>

