

## **Kathleen Hall**

Marathon Marketing

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## **At a Glance: Marketing communications professional**

### **Summary of strengths**

- Create compelling, benefits-focused marketing messages free of jargon and cryptic industry terms
- Conduct research, including interviews, web searches and reading medical and scientific journal articles
- Write clear, concise copy for articles and marketing communications
- Translate medical and technical information into copy that's easy to understand
- Develop strategic marketing plans and identify cost-effective tactics that support overall business and marketing objectives

## **Professional Highlights**

### **Corporate and Healthcare Copywriting**

- Write copy for marketing communications, such as brochures, websites, newsletters and booklets
- Prepare business award entries
- Write articles for print and online newsletters and publications

### **Sample healthcare clients**

- Spirit of Women, Boca Raton, FL
- Everyday Health, New York
- Healthcare Regional Marketing, Cincinnati, OH
- Convero, Westlake, OH
- Nancy N. and J.C. Lewis Cancer & Research Pavilion at St. Joseph's/Candler Hospital, Savannah, GA
- CareData Trak, Williamsburg, VA (healthcare technology)
- QualityHealth.com, Jersey City, NJ
- Riverside Health System, Newport News, VA
- Washington Private Duty Association, Seattle, WA
- CJW Medical Center, Richmond, VA
- Foot & Ankle Clinic, Richmond, VA

### **Sample corporate clients**

- Greater Richmond [VA] Chamber
- PeakLogix (material handling), Richmond, VA
- Highwoods Properties, Richmond, VA
- Elle Alexander Design, Raleigh, NC (marketing agency)

### **Sample publications**

- Strategic Healthcare News
- Richmond Parents Magazine
- Fifty Plus Magazine

- Chesterfield Observer
- Lutheran Women Today
- Richmond.com

### **General Marketing Strategy, Communications & Public Relations**

Develop strategic marketing plans, create marketing communications materials, and implement marketing tactics, including placing advertising, negotiating sponsorships, organizing events, writing articles, preparing award entries, and securing print, broadcast, and online publicity placements

#### **Sample clients**

- Virginia Council of CEOs (nonprofit professional organization)
- Graphics Gallery (large-format printer)
- Deckert Leahy (financial advisors)
- Party Perfect (special event rentals)
- Rainbow Station (early childhood education)
- Buckingham Greenery (interior corporate landscaping)

**Awards:** Marketing Communications Gold winner, Graphics Gallery Program and Materials

### **Employment**

- Marathon Marketing, LLC, owner, 1998 to present
- Sealeze
- Cadmus Journal Services
- Virginia Blood Services

### **Education and Training**

MBA • Virginia Commonwealth University • Richmond, VA  
BS in Psychology • University of Maryland • College Park, MD