



PAULA YAKUBIK

CEO

Professional Experience

Paula's drive and determination turned her start-up business into a multi-million dollar corporation that has continued to grow despite economic downturns. She applies the same work ethic that launched MassMedia Corporate Communications into one of the top communications firms in the southwest to help MassMedia's clients prosper in an ever-changing media world.

Paula's clients describe her as an exceptional professional with high standards for quality, accuracy and ethics in business. She is also well known as a hard-working agency owner who has the ability to connect with high level executives and find solutions to their business needs. Her expertise is in brand and marketing strategy and patient acquisition.

Paula has 20 years of health care and direct corporate business-to-business marketing experience. She is MassMedia's lead marketing strategist, specializing in large medical group marketing and provider-patient communications. The award-winning agency she founded is now a full-service integrated communication firm employing 35 people and handling a diversified client base that spans across the nation.

Paula also serves as a strategic advisor to a number of statewide and national clients, including HealthCare Partners, Ascension Healthcare and HCA Hospital.

She has a rich history in the areas of physician marketing and marketing to segmented audiences. As a respected strategic development expert, Paula guides MassMedia's team of seasoned professionals in the creation of expertly crafted marketing, advertising and public relations campaigns.



Education

- B.A., English and Political Science, Chapman University, 1994

Previous and Current Client List

- HealthCare Partners
- DaVita Medical Group
- Ascension Medical Group
- HealthSouth
- Arizona Primary Care
- ABQ Health Partners
- Iora Health
- Sunrise Health
- Humana
- Anthem
- Ministry Healthcare
- UNM Medical Group

Awards and Recognition

- Young Entrepreneur of the Year, U.S. Small Business Administration
- Principal of the Year, Public Relations Society of America, Nevada Chapter
- Best of Show Pinnacle Awards, Public Relations Society of America
- Addy Awards, American Advertising Federation
- Bronze Quill Awards, International Association of Business Communicators