



PAULA YAKUBIK

Managing Partner, Owner

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 strategy and development; advertising; public relations, media relations and crisis media relations; social marketing; healthcare positioning and marketing; and program planning and management.

Paula has 18 years of healthcare 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 50 people and handling a diversified client base that spans across the nation.

Paula also serves as a strategic advisor to a number of clients, including HealthCare Partners, Ascension Medical Group, HCA Hospital, Southwest Gas, Yellow Checker Star Transportation and Valley Electric Association. 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 Nevada
- DaVita HealthCare Partners
- Ascension Medical Group
- HealthSouth
- Arizona Primary Care
- ABQ Health Partners
- Colliers International
- Valley Electric Association
- Southwest Gas
- Yellow Checker Star Transportation
- State of Nevada
- Nevada State Contractors Board
- Pisanelli Bice Law Firm

Professional Associations and Other Activities

- Founder, Nevada Child Abuse Prevention
- Volunteer, Nevada Junior Achievement
- Volunteer, Las Vegas Mission
- Board Member, St. Jude's Boulder City

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