



RINA FOSTER

Director

Professional Experience

As Director at MassMedia Health, Rina provides leadership and direction for communications for the agency's health care clients. She oversees the media relations department, leading strategic planning and development of media relations campaigns that amplify clients' messages and position them favorably on a national, regional and local scale.

A seasoned strategist, Rina brings over a decade of experience working in small and large agencies and in-house corporate marketing departments. Her strong understanding of strategic planning, brand strategy, content strategy, public relations and social media enable her to drive integration amongst teams and communications and marketing solutions for clients.

Prior to joining MassMedia, Rina led content strategy for brands including Pella Windows & Door and Michelin North America, at The Integer Group, a leading shopper marketing agency.



Education

- B.A., Journalism and Mass Communication; Emphasis in Public Relations, Drake University

Previous and Current Client List

- Iora Primary Care
- Davita Medical Group
- Healthcare Partners
- Desert Radiology

Awards and Recognition

- 2016 American Marketing Association NOVA Award Public Relations, Pella Windows & Doors at Consumer Electronics Show
- 2016 American Marketing Association NOVA Award Marketing Communications, Pella Windows & Doors Navy Seal Veterans Day Campaign