

Mary Thorsby

San Francisco, Louisville, Paducah, San Antonio
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More than 25 years of executive-level strategic corporate communications and community outreach excellence. Skilled writer, creative director and project leader. Able to transform early concepts and ideas into effective programs that deliver tangible results. Well versed in all communications methods, including new and emerging social media, to ensure successful projection of company image and messages to targeted audiences. Experienced in – and awarded for – community website development and regional communication. A supportive, dependable, enthusiastic, innovative team player and top-quality corporate consultant.

Experience

Thorsby & Associates, Principal

Specializes in high-pressure, high-visibility corporate and community communication initiatives requiring in-depth business understanding, collaborative teamwork, precise messaging, flexible scheduling and creative implementation. Services include:

- Annual reports
- Business plans
- Coffee-table books
- Executive messages
- Industry and competitive analysis
- Magazine articles
- Newsletters
- Oral, written and visual histories
- Press kits and data sheets
- Promotions
- Websites, blogs and social media
- White papers



Clients

- Altera Corp.
- Amgen
- Anheuser Busch Inc.
- Apple
- Blue Shield of California
- ChevronTexaco
- *Deadline Every Second: On Assignment with 12 Associated Press Photographers*
- Double Shot Creative
- Genentech
- Hewlett-Packard
- Johnson & Johnson
- Levi Strauss & Co.
- OPM Financial
- Professor Kobre's Lightscoop
- Siemens Medical Solutions
- *Videojournalism: Multimedia Storytelling*
- Wax Communications

Skilled, Experienced, Proven

- Offers expertise in research, interviewing, writing and editing
- Adapts easily to executive-level demands and working styles
- Collaborates with in-house teams to ensure seamless integration in matrix environments
- Displays high degree of accuracy with focus on details and thorough follow-up
- Remains calm, professional and deadline-driven under pressure
- Polishes each piece to meet and often exceed clients' expectations

The Amgen Story – Amgen's 25th Anniversary Coffee-Table Book

Managed Amgen's first-ever coffee-table book, bringing together the history and legacy of the company, its staff members and its life-improving products. Became immersed in the business, collaborated with executives, staff and retirees around the world, secured [leading biotechnology author](#) and managed all logistics.



Results

Delivered a 232-page hard-bound book and accompanying videotaped oral histories on time and on budget. Book served as the cornerstone of the anniversary celebration, as well as the key messaging for the company and its corporate presentations.

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iList Media LLC, CEO and Founder

Founded iList Media, an enterprise credited with creating the most comprehensive community calendar website in Paducah, Ky.: [iList Paducah](http://iListPaducah.com). Purpose: to promote and generate attendance at gallery openings, concerts, plays, fundraisers, independent films, local business events and more.



Results

- 16,500 unique views are tracked per month and growing
- Advertising revenue increases monthly and supports two staff members
- Readers add at least 30 new events to the site per week
- Underserved populations greatly benefit from free event publicity
- Scheduling conflicts are solved — event planners check our site before selecting dates
- [iDate of the Week](#) column (with videos) and speed dating nights resulted in two marriages (so far) and several fun dates for readers
- Engaging content, publicity and promotion (including extensive use of social media), brand awareness, event participation, contributors, partners and ad sales
- Winner of 2010 Chamber of Commerce Innovator of the Year Award

San Francisco Chamber of Commerce, Staff Writer

Researched, wrote and edited stories for *San Francisco Business Magazine* and a variety of Chamber publications. Also wrote newsletters and secured media coverage for Chamber events and initiatives.

Results

Delivered steady stream of content featuring members and promoting San Francisco as business-friendly.

Philanthropy

Chicks, Cheers & Charity (C3), Founder

Founded and managed this San Francisco-based fundraising organization.

Results

Raised much-needed funding through quarterly social events and silent auctions. Researched, interviewed and selected eight life-changing local charities as beneficiaries.

Education

University of Louisville Entrepreneurship MBA

2012 - 2014

- Program ranks 8th in the country for entrepreneurial studies.
- Included international study component in United Arab Emirates and extensive business plan competitions.

Stephens College, Columbia, Mo.

- BA in Business Administration; Minor in Journalism.

Continuing Education

- Blogher, San Jose, 2014; Chicago, 2013.
- SXSW, Austin, 2012.
- IdeaFestival, Louisville, 2011.
- Stanford University Publishing Course and Stanford University Web Course, Palo Alto, 2005 and 2008.