

# HUGH C. MCBRIDE

11651 Mt. Sterling Court, Rancho Cucamonga, CA 91737

[hugh.c.mcbride@gmail.com](mailto:hugh.c.mcbride@gmail.com) – (909) 851-4652 – [www.hughcmcbride.com](http://www.hughcmcbride.com)

## SUMMARY

Data-driven digital marketing professional with strong background in content marketing, email marketing, and marketing automation. Skilled writer, editor, and teacher/trainer. Results-oriented, detail-obsessed, and dedicated to doing work that makes a difference.

## SKILLS & EXPERIENCE

### **CRC HEALTH GROUP/ACADIA HEALTHCARE (2008-Present)**

Positions held: Content Coordinator, Content Manager, Lead Writer, Writer/Editor

#### Content Marketing

- Developed, tested, and refined unique value propositions to guide all aspects of B2B and B2C marketing efforts for multiple programs within the CRC network
- Wrote and edited content for websites, blogs, landing pages, newsletters, and print collateral
- Wrote ebooks, clinical briefs, fact sheets and other downloadable marketing materials
- Wrote, tested, and analyzed content for PPC ads and landing pages
- Coordinated with SEO, social media, web design/development, and corporate communication personnel to develop and execute comprehensive brand-awareness strategies
- Led content analysis/curation effort during consolidation of 118 websites and redesign of 38 sites
- Created and maintained multiple editorial calendars to ensure consistency, relevance, and quality

#### Email Marketing

- Managed multiple informational, lead-gen, nurturing, and win-back campaigns
- Developed and executed several B2B and B2C email campaigns directed at behavioral healthcare professionals and consumers on the national, regional, & local levels
- Employed behavioral profiling concepts to enhance personalization and increase conversion
- Conducted A/B and multivariate tests on all email campaigns; analyzed and shared results; implemented findings throughout our content network

#### Training & Leadership

- Supervised full-time employees, and contract/freelance personnel
- Completed training in Value Proposition Development, Fundamentals of TQM, Seven-Step Problem-Solving, Minto Pyramid Principle, and Meclabs Conversion Methodology
- Conducted weekly cross-functional peer review sessions to enhance quality of web pages, landing pages, marketing emails, and print collateral
- Presented “Using Email to Refine Your Organization’s Value Proposition” at Eloqua Experience 2013
- Presented “Lessons in Healthcare Email Marketing” at Admissions & Marketing Symposium 2014

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## **U.S. ARMY GARRISON STUTTGART PUBLIC AFFAIRS OFFICE** (Stuttgart, Germany: 2001-2007)

Positions held: Public Affairs Officer, Command Information Chief, Editor, Assistant Editor

### Public Affairs Officer (August 2006 – March 2007)

- Led a six-person team responsible for providing public affairs guidance and command information support to commander of U.S. Army Garrison Stuttgart
- Coordinated media activities; facilitated requests for interviews and information; ensured quality, accuracy, and consistency of information provided to internal and external media outlets

### Command Information Chief (October 2005 – March 2007)

- Led a four-person team that produced and managed weekly community newsletter, biweekly newspaper, garrison web site, and closed-circuit command information television channel
- Wrote and edited speeches, news articles, press releases, and scripts for radio and television spots
- Created content for and upgraded design of garrison website

### Editor, The Citizen Newspaper (February 2003 – March 2007)

- Supervised a staff consisting of government personnel, contract employees, and volunteers
- Responsible for content, layout, and design of 16-page biweekly newspaper

### Assistant Editor, The Citizen Newspaper (August 2001 – February 2003)

- Wrote and edited news, sports, feature and opinion articles; took and edited supporting photos
- Responsible for production of paper and supervision of staff in editor's absence.

## **U.S. ARMY EUROPE AUTOMATION TRAINING PROGRAM** (Stuttgart, Germany: 2000 to 2001)

- Instructor: Taught beginning, intermediate and advanced courses for all MS Office programs
- Site Coordinator: Advertised classes, enrolled students, and maintained training database

## **GREENVILLE HIGH SCHOOL** (Greenville, Pennsylvania: 1995-2001)

- Classes Taught: English; Yearbook Journalism; Intro to Computers; Alternative Education Program
- Co-curricular Activities: Seventh-grade basketball (head coach); Varsity cross-country (assistant coach); Key Club (charter advisor); Yearbook (advisor)

## **MERCER COUNTY CAREER CENTER** (Mercer, Pennsylvania: 1993-1995)

- Pennsylvania Youth Apprenticeship Program: Developed and taught integrated thematic units (uniting English, math, social studies, and science)
- Communications: Taught a project-based course providing hands-on instruction in video and radio production, public speaking, and principles of journalism

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## HONORS & AWARDS

### EDITORIAL LEADERSHIP

#### **U.S. Department of Defense Thomas Jefferson Award Program**

- 1st Place: Tabloid-Format Newspaper (2005)

#### **Maj. Gen. Keith L. Ware Journalism Award Program**

- 1st Place: Tabloid-Format Newspaper – U.S. Army (2005)
- 1st Place: Tabloid-Format Newspaper – Europe (2005)
- 1st Place: Special Achievement in Print Media – Europe (2003 & 2004)

### WRITING & PHOTOGRAPHY

#### **Maj. Gen. Keith L. Ware Journalism Award Program - Europe Region (2005)**

- 1st Place: Commentary
- 1st Place: Feature Article
- 1st Place: Sports Article

#### **Maj. Gen. Keith L. Ware Journalism Award Program - Europe Region (2004)**

- Civilian Journalist of the Year
- 1st Place: Commentary
- 2nd Place: Photojournalism

#### **Maj. Gen. Keith L. Ware Journalism Award Program - Europe Region (2003)**

- Civilian Journalist of the Year
- 1st Place: Sports Article
- 2nd Place: News Article
- 3rd Place: Commentary

### TEACHING

- Pennsylvania Teacher of the Year Award – District Nominee (1999)
- Who's Who Among American High School Teachers (1998)

## EDUCATION

**YOUNGSTOWN STATE UNIVERSITY** – 40 post-graduate hours (English; Professional Writing/Editing)

**GROVE CITY COLLEGE** – Bachelor of Arts (Communication Arts; Literature; Secondary Education)