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Portfolio Sample

Client: HMA Associates

Project: Press Release and Bio for CEO's Award:
"Fifty Influential Minorities in Business"

HMA Associates desired to show off their CEO's recent accolade, a richly deserved one. As the company was founded on the tenets of giving voice to the voiceless, crafting marketing messages for oft-ignored multicultural audiences, I developed a piece focusing on the newsworthy and human interest angles surrounding the awards, working to insert plenty of props for the success of HMA Associates in this task.

HMA Associates Leader Honored for Vision and Success

WASHINGTON, D.C. – In 1994, Irma Maldonado saw a problem worth solving.

She saw a gap in healthcare communications: Hispanic and immigrant populations were missing crucial healthcare information for themselves and their families. Without messages crafted with language and culture in mind, people were in danger of losing their health, and their voice. Maldonado resolved to find a solution, and the multicultural marketing firm HMA Associates was born.

It is Maldonado's spirit of entrepreneurship, and the phenomenal success of HMA Associates, that will be honored by the Minority Business and Professionals Network, Inc.'s 8th Annual National Awards Gala, titled "Fifty Influential Minorities in Business: Celebrating Entrepreneurship and Success." Hosted by the Minority Enterprise Advocate Magazine, the event will honor fifty professionals who have made significant contributions to the country and its economy.

Under Maldonado's leadership, and with her clear vision in mind, HMA Associates has become one of the premier multicultural marketing firms in the United States. HMA Associates is praised by clients and industry specialists for their public health communications campaigns, community participation programs, and more.

Maldonado crafted HMA Associates' success with her commitment to the well-being of Latinos and other underserved communities. As CEO and President, she guided her team's development of social marketing techniques that incorporate the consumer's language and cultural nuances, involve input from community leaders and experts, and utilize early outreach. This approach has garnered awards and respect industry-wide for campaigns centering on childhood and adult immunization, breast and cervical cancer, HIV/AIDs, and more.

The Minority Business and Professionals Network will honor Maldonado's entrepreneurship and success at the awards gala on June 28, 2006. The event will be held in Washington, D.C. at the Mayflower Hotel from 6:00 p.m. to 10:00 p.m. Gala speakers will include political dignitaries and business leaders, including Barack Obama, Hillary Clinton, Olympia Snowe, and Sprint/Nextel President and CEO Gary Forsec.

HMA Associates prides itself on being a one-stop shop for multicultural marketing solutions. Based in Washington, D.C., HMA Associates offers expertise in health communications, market research, translations and adaptations, outreach and promotion, strategic alliances, marketing to women and youth, events and conferences, website design and development, and retail marketing.

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