



New York Times bestselling author of 13 books

Nationally-recognized patient advocate, and lay expert on health and wellness.

*"I take complex information and make it understandable. My goal: Empowering readers and fast-forwarding them up the learning curve for a better life." – Mary Shomon*

[www.Mary-Shomon.com](http://www.Mary-Shomon.com)  
[www.LadaDiabetesGuide.com](http://www.LadaDiabetesGuide.com)  
[Facebook.com/ThyroidSupport](https://www.facebook.com/ThyroidSupport)  
[Facebook.com/ThyroidDiet](https://www.facebook.com/ThyroidDiet)  
[www.Twitter.com/ThyroidMary](https://www.twitter.com/ThyroidMary)

## SKILLS

Research, Writing, Editing of Books, Blogs, Articles, Websites

Concept, Design, Management, Writing, & Implementation of Advocacy Campaigns, Social Campaigns

Book Proposal Development, Author Coaching, Book Packaging  
Book Marketing, Web & Social Media Promotion, Bestseller PR

Communications Program Design and Implementation for Physicians, & Health & Wellness Companies

Personal Health Coaching

Design, Management, & Implementation of Advertising/PR/Grassroots Outreach Communications Campaigns

## TOPIC AREAS/EXPERTISE

Hormonal Health: Thyroid, Diabetes, Adrenal, Fertility, Menopause, Reproductive Health  
Autoimmune Disease  
Weight Loss & Metabolism  
Integrative Health, Nutrition  
Patient Empowerment  
Social Issues Outreach

**PROMOTIONAL & TECHNICAL WRITER  
PATIENT ADVOCATE  
SOCIAL MEDIA &  
COMMUNICATIONS  
STRATEGIST**

*Mary Shomon*

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LinkedIn: <http://www.linkedin.com/in/mary-shomon>

## WORK

### Health Author, Blogger, Coach, Educator, Patient Advocate/Spokesperson - 1996-PRESENT

- ❖ New York Times bestselling author of 13 books, including Thyroid Diet Revolution, Living Well with Hypothyroidism - [www.mary-shomon.com/books](http://www.mary-shomon.com/books)
- ❖ Thyroid and Diabetes Expert for HealthCentral.com [www.healthcentral.com/author/mary-shomon](http://www.healthcentral.com/author/mary-shomon)
- ❖ Thyroid and Hormonal Health Expert for Verywell.com (About.com/Dotdash.com) [www.verywellhealth.com/thyroid-4014636](http://www.verywellhealth.com/thyroid-4014636)
- ❖ Winner of the Boldest Digital Health Influencer Award for Patient Advocacy – 2017
- ❖ Blogger for the Huffington Post, Thrive
- ❖ National platform as patient advocate, featured on ABC World News Tonight, Wall Street Journal, New York Times, Time Magazine, Elle, and hundreds of television/radio programs and newspapers/magazines
- ❖ Faculty of New York Open Center, teaching health seminars and workshops
- ❖ Co-star of two PBS television specials on hormones, health and fitness
- ❖ Developer of a number of successful webinars, seminars, and training programs on weight loss, hormonal health

### Communications, PR/Marketing, Online, Social Media Strategic Consultant - 1996-PRESENT

- ❖ Personal social media reach – Facebook: 200,000+ / Twitter: 18,000+
- ❖ Designed and implemented online/traditional PR/marketing campaigns resulting in New York Times bestseller status for non-fiction books
- ❖ Website redesign, content, and social media strategy for David Borenstein, MD – Manhattan Integrative Health, leading New York integrative medical center
- ❖ Content and social media strategy for Holtorf Medical Group – national network of integrative health clinics
- ❖ Marketing, web, and social media overhaul for Green Healing/Dr. Kevin Passero, nationally-known naturopath
- ❖ Marketing, communications, social media strategy and implementation for Whole World Botanicals
- ❖ Social media strategy and implementation for grassroots campaigns on historical redevelopment, education policies, telecommunications, and trade associations
- ❖ Design of award-winning multi-million dollar communications and outreach programs for the World Bank, U.S. Department of Justice, Department of Labor, Department of Health and Human Services, Department of State

### Senior Account Management – Advertising-1983-1987

- ❖ Created and managed annual advertising program for retailer IKEA (Goldberg-Marchesano, Washington, DC)
- ❖ Managed multi-million dollar advertising programs for D/FW Airport, Staubach Company, New Mexico Tourism, Genstar, Mobil Land Development (DGB&H, Dallas, Texas)

## EDUCATION

### Georgetown University School of Foreign Service 1983

Bachelor of Science in Foreign Service, Landegger Honors Certificate in International Diplomacy

## **WRITING/EDITING**

- ❖ Blog posts
- ❖ Print or web articles
- ❖ Press releases
- ❖ Promotional materials, brochures, collateral
  - ❖ Book proposals
- ❖ Books (co-authorship/ghostwriting)
  - ❖ Social media posts/memes
  - ❖ Speeches
- ❖ Courses/Webinars
  - ❖ Ebooks

## **STRATEGIC COMMUNICATIONS**

- ❖ PR/Communications program design
- ❖ Web and social media outreach design
- ❖ Design of outreach programs to health consumers
  - ❖ Consumer marketing programs for health care industry
- ❖ Design of webinars/programs/classes/workshops

## **BOOK PUBLISHING SUPPORT**

- ❖ Development of book proposals
- ❖ Agent acquisition and negotiation
  - ❖ Book packaging
- ❖ Design of book promotion websites
- ❖ Book promotion web/PR/promotional campaigns
  - ❖ Book trailer production

## **SOCIAL MEDIA**

- ❖ Program Design
- ❖ Development of inventory of social media posts, memes and copy
- ❖ Design and production of videos for social media

## **WEBINARS/COURSES**

- ❖ Scripting, design, and production of webinars and courses

## **SPECIALIZED SKILL: HUMOR WRITING**

- ❖ Author of Washington Post Bestseller, "Single Woman's Guide to the Available Men of Washington"