



# Mary Busby – Bio

## Communications Professional and Marketing Strategist

Specializes in combining a creative approach with a strategic plan to build brand value.



### Purposeful, forward-thinking communications and marketing professional.

With a background that includes 13 years of experience developing successful campaigns for high profile companies and nonprofits, Mary Busby is known for “*integrity, vision, tenacity, and superior emotional intelligence.*” Highly adept at crafting compelling, audience-targeted messages for web, social media, print, television and radio. B.A. in English. Recent projects include:



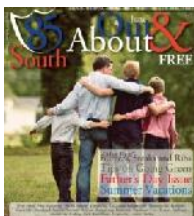
#### National Recreations & Parks Association - 2011

Secure media coverage of the 2011 NRPA Legislative Forum and NRPA’s legislative priorities.



#### Girls, Inc. of Greater Atlanta Newsletter - 2011

Ghost wrote letter from President and newsletter content for this Atlanta based non-profit.



#### 85 South, Out & About – 2008 - Present

Contributing Editor to this south Atlanta based lifestyle publication with readership of 40,000.



#### Women in Cable Telecommunications

Writer / editor of the nationally recognized research publication, the 2009 PAR Executive Report.



#### Cox Communications, Inc. – 2008 – 2009

Directed the Digital Transition marketing campaign with Bilingual TV, web, print and radio.