

# PAUL H. HEBNER

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## MASTER OF THE WRITTEN WORD AND STRATEGIC MESSAGING

Published writer with more than twenty-five years experience in creative communication development and a focus on innovation. Consistent record of success in persuasively disseminating highly complex information to lay audiences.

### INDEPENDENT CONSULTANT ..... 1999 TO 2000, 2001 TO 2005, SEPT. 2008 TO PRESENT

- 2008: lead contract resource for marketing communications, technical communications, and brand development for BoydGroup Solutions, LLC, a technology and management consultancy.
- 2004: Led the copywriting efforts for Quinn Fable Advertising, a boutique direct marketing agency in midtown Manhattan. Fortune 500 clients included AT&T Wireless, Church & Dwight, and United Technologies.
- 2003: Created the brand messaging, Web content, sales presentation content, and sales support literature for a leading regional financial services company.

### HEALTH MANAGEMENT SYSTEMS, INC. (HMS), NEW YORK CITY .....JUNE 2007 TO SEPT. 2008 Senior Writer, Marketing and Corporate Communications

Principal creative resource for all marketing, public relations, advertising, and internal communication efforts for this cost management company serving government healthcare programs.

- Created all marketing collateral for the launch of a new business line aimed at state Medicaid agencies.
- Authored speeches, editorials, letters, and all internal communication for the President and COO.

### ORCHESTRIA CORPORATION ..... JUNE 2005 TO JUNE 2007 Senior Corporate Writer

Sole resource for all written content in support of marketing, sales and operations for this compliance software company. Responsible for maintaining an effective and consistent tone for all collateral.

- Created content for the entire re-branded Orchestria.com Web site within an eight-week deadline.
- Authored a series of by-lined articles with associated podcast scripts.

### SNICKELWAYS INTERACTIVE, NEW YORK CITY .....2000 – 2001 Manager, Communication Services

Principal communication and editorial resource for a leading e-commerce consulting services company. Managed communications, created by-lined articles, presentations, and other marketing and sales material.

### EASTMAN SOFTWARE, INC., NEW YORK CITY ..... 1997 – 1999 Senior Supervising Documentation Specialist

Led the development of new information delivery methods for end-user and technical documentation for this leading software company serving the insurance and banking industries.

### HEALTH MANAGEMENT SYSTEMS, INC. (HMS), NEW YORK CITY ..... 1995 – 1997 Manager, Editorial Support Unit (ESU)

Founded, designed, and led the ESU, which successfully increased the effectiveness and value of the corporate, marketing, and technical communications.

### INTERNATIONAL TECHVANTAGE GROUP, INC., NEW YORK CITY ..... 1993 – 1995 Project Manager

### SYRACUSE UNIVERSITY, SYRACUSE, NEW YORK ..... 1989 – 1991 Editor, Northeast Parallel Architectures Center (NPAC)

### FIND/SVP, INC., NEW YORK CITY ..... 1987 – 1989 Research Analyst, Strategic Research Division

## CONSULTANT FOR

- BoydGroup Solutions, LLC
- Quinn Fable Advertising
- T.F. Chen Art for Humanity Foundation
- The Center for Social and Emotional Education
- Ambience, Inc.
- Ace Payroll, Inc.
- James M. McMahon, Ph.D. (author, *In Praise of Psychotherapists*)
- The Philadelphia Independent (monthly newspaper)
- Peter Doukas for City Council (political campaign)
- Lifetime Entertainment Services
- Weill Medical College of Cornell University
- LINK Resources, Inc., an IDC Company

## KEY PUBLICATIONS

Letters published in *The New York Times* available at [www.hebner.org](http://www.hebner.org)

“Medical Support: The Challenge Begins,” *Child Support Quarterly*, Winter 2008, Volume 55, No. 27

“E-Thics: A New Moral Methodology for Business” *The Journal of Investment Compliance*, Summer 2006

“Stories of the Dead” *The Philadelphia Independent*, April 2003

“Butterflies and Brotherhood in a New World” *The Philadelphia Independent*, January 2002

“E-Merchandising” *The Handbook of eBusiness*, copyright July 2000, Warren, Gorham & Lamont

“Wireless Broadband Systems: Can They Challenge the Cable Monopoly?” copyright 1994, LINK Resources, Inc.

*Intelligent Vehicle Highway Systems: U.S. Markets, Technologies, and Opportunities – 1993-2000 Analysis*, copyright 1993, Allied Business Intelligence, Inc.

“ADSL Technology: New Life for Old Wires,” copyright 1993, LINK Resources, Inc.

“The Roar of the Dragon,” copyright 1991, *China, Glass & Tableware Magazine*

“Tabletop Enters the Information Age,” copyright 1991, *China, Glass & Tableware Magazine*

“Parallelism in Theories of Social Choice,” copyright 1990, *Parallel Computing News*, Syracuse University

“Quantum Chromo-Dynamics on The Connection Machine,” copyright 1990, *Parallel Computing News*, Syracuse University

“Find/SVP: Getting the Answers to Today’s Business Questions,” copyright 1988, *Business Planning Quarterly*

## EDUCATION

B.A., Liberal Arts, New York University (major: journalism)

University of Oxford, "Universe of Science" program, Oxford, England

American Academy of Dramatic Arts

## AWARDS AND RECOGNITION

Alpha Sigma Lamda national honor society

New York University Founders Day Award for academic excellence