



# Chris Hobson

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## SENIOR COMMUNICATIONS LEADER – CONTENT STRATEGY EXPERTISE

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- ⦿ Senior communications leader with over a decade of experience driving internal and external communications, as well as storytelling strategies for mission-based organizations.
- ⦿ Visionary with proven success overseeing communications teams and functions; guiding overall content strategy and messaging across print, video and digital assets; and ensuring consistency, alignment, and impact while strengthening brands.
- ⦿ Demonstrated leadership in establishing shared vision and goals, executing multi-channel communications plans, fostering collaboration among creative teams, and managing and prioritizing multiple shifting deadlines.

## CORE COMPETENCIES

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Communications Strategy & Planning • Internal & External Communications • Complex Information Synthesis • Content Development & Editing • Brand & Reputation Management • Project Management • ROI Measurement & Analysis • Stakeholder Collaboration

## PROFESSIONAL EXPERIENCE

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**SENIOR COMMUNICATIONS MANAGER** – *American College of Radiology* 2015 - 2024; Washington, DC  
Guided overall planning and execution of external communications activities in alignment with organization's strategic plan, including content strategy, publications, social media, and member information. Led team of on-site and remote staff and contractors charged with supporting implementation of initiatives and campaigns. Managed two committee budgets. Served as liaison to executive teams, physicians, and strategic partners.

### Select Accomplishments:

- Grew publication readership 176% and reached thousands of additional users by leveraging Google Analytics 4 to track and analyze communications metrics.
- Authored and edited award-winning articles for ACR's [member magazine](#) and [scholarly journal](#), which garnered multiple Azbee Awards of Excellence by the American Society of Business Publication Editors.
- Conceptualized, produced, and hosted highly acclaimed ACR Bulletin [podcast](#), which received significant industry recognition and 2,210 views on YouTube.
- Launched groundbreaking [webinar series](#) on population health management that established ACR leaders as recognized authorities in field.
- Elevated brand by directing and editing award-winning [video series](#) with 4,368 YouTube views showcasing pioneering radiologists, and [video series](#) for ACR's Data Science Institute Lab that highlighted institute's cutting-edge work.
- Produced and hosted highly popular [Instagram Live interview series](#), successfully amplifying voices of pioneering radiologists among audience bolstering over 68K followers.
- Delivered timely and impactful educational [projects](#) and [webinars](#) through strategic partnerships with industry leaders and influential organizations, such as the American Medical Association and American Hospital Association.

**COPYWRITER AND EDITOR** – American College of Radiology 2012 - 2015; Washington, DC  
Owned copywriting projects from conception to delivery, while supporting creative team in editing and creating copy. Produced and proofread case studies and articles, including filming and editing video content.

Select Accomplishments:

- Served in dual role as first-ever managing editor for Imaging 3.0, producing approximately 24 case studies annually, while also working as copywriter and editor.
- Wrote and edited award-winning articles for ACR Bulletin, a flagship member magazine.

**PREVIOUS POSITIONS** as **ASSOCIATE EDITOR/COMMUNICATIONS MANAGER** at American Coatings Association, **PUBLIC AFFAIRS SPECIALIST** at American Psychological Association, and **ADJUNCT ENGLISH PROFESSOR** at Northern Virginia Community College.

## **VOLUNTEER EXPERIENCE**

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<b>VOLUNTEER</b> – Fathers Assisting Mothers, Inc.	2024 - Present
<b>VOLUNTEER</b> – The Canal Arts	2024 - Present
<b>VOLUNTEER</b> – Ottawa Community Schools Network	2024 - Present
<b>VOLUNTEER</b> – Willowsford Conservancy	2023 - Present

## **WRITING SAMPLES**

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**IMAGING 3.0 CASE STUDY: SCREENING IN UNDERSERVED COMMUNITIES** ([HTML](#)/[PDF](#))

**IMAGING 3.0 CASE STUDY: THE MEANING OF GRIT** ([HTML](#)/[PDF](#))

**CONTRIBUTOR TO ACR BULLETIN SPECIAL ISSUE IMPROVING ACCESS TO SCREENING** ([HTML](#)/[PDF](#))  
(WINNER OF THE REGIONAL GOLD AWARD, 2023 [AZBEE AWARDS OF EXCELLENCE](#))

**CONTRIBUTOR TO ACR BULLETIN ARTICLE SERIES: PHM IN YOUR PRACTICE** ([HTML](#))  
(WINNER OF THE REGIONAL SILVER AWARD, 2022 [AZBEE AWARDS OF EXCELLENCE](#))

**JACR SCHOLARLY ARTICLE: THE COMMODITY-PROOF RADIOLOGIST** ([HTML](#)/[PDF](#))

## **CERTIFICATIONS AND TRAINING**

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<b>ARTIFICIAL INTELLIGENCE (AI) IN HEALTHCARE</b> – Stanford University	2024
<b>GET STARTED USING GOOGLE ANALYTICS</b> – Skillshop	2023

## **EDUCATION**

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<b>MASTER OF FINE ARTS IN ENGLISH AND CREATIVE WRITING</b> – George Mason University	Fairfax, VA
<b>BACHELOR OF ARTS IN HISTORY</b> – Miami University	Oxford, OH