

Young Marketer of the Year

The Finalists

- Ronnie Abel, Account Executive,
Evoke Health
- David BenBassett, Experience
Strategist, RTC Agency
- Allyson Mariani, Media Planner,
Publicis Health Media
- Hattie Stearns, Art Director,
Intouch Solutions

The Award

Recognizes young marketing executives who were in the industry for three years or less as of April 25, and who have excelled in their roles for any healthcare industry organization or marketing agency.

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Gold Award

Allyson Mariani
Media Planner,
Publicis Health Media

Judges, colleagues and clients expressed admiration for Allyson Mariani's leadership skills and business acumen.

"Allyson is a self-starter with big-picture understanding of how to reach intended audiences," a judge said.

After earning a BS in marketing and communications from Penn State, Mariani worked for Susan G. Komen for the Cure and spent two years in sales. She has supported the AstraZeneca Oncology portfolio since joining Publicis Health Media sibling Digitas Health in 2011. Recent outstanding work includes developing the media plan and new digital media targeting opportunities for MyMBCStory, MedImmune's



program for metastatic breast cancer patients.

"Allyson is excellent in sizing up opportunities that have impact," a MedImmune representative said.

Agency colleagues noted Mariani's professional maturity was quickly evident, and she was excelling at client-facing work within her first year.

"Clients trust her wholeheartedly to make strategic de-

isions and budget allocations," one colleague said. "Her ability to take very complicated topics and make them easily digestible...has directly impacted our bottom line."

Internally, Mariani has initiated and developed department-wide processes, proactively identified and created cross-capability trainings, and trained and mentored entry-level employees.

Silver Award

David BenBassett
Experience Strategist,
RTC Agency



Judges and colleagues praised David BenBassett as a gifted strategic thinker and visual strategy design expert who never fails to deliver innovative marketing solutions. His achievements include developing the operational and relationship marketing strategy for a top mental health drug's DTC program and for a prominent oncology drug's HCP program.



Artcraft Health is an award-winning, full-service health education agency specializing in the creation and development of compelling solutions that are aligned with our clients' strategic imperatives. We work with our clients to develop strategies and tactics to overcome health literacy barriers and promote effective, innovative outcomes. Our creative process deploys the talents and experience of our exceptional team members to solve our clients' distinct challenges and unmet needs. We leverage our expertise to be a trusted advisor and deliver health education solutions that strategically support you to achieve your marketing objectives.