

# LEWELL HILLER MAINOR, JR.

Cartersville, GA

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## SENIOR ADVISOR | SOLUTION CONSULTING | FINANCIAL MANAGEMENT

Innovative, results-driven Consulting Professional respected for over 15 years of streamlining operations and revamping financial strategies while performing diverse healthcare roles in both hospital and physician practice environments. Proven track record of providing year-over-year improvements in system selection, integration and implementation, project management, budgeting, workflow optimization, financial management, and staffing/recruiting. Known as a forward-thinking leader and information systems expert who directs large-scale change management processes to deliver substantial reductions in costs. Out-of-the-box thinker committed to maintaining an uncompromising focus on high quality standards and operational efficiency to maximize revenue generation in Covid-19 affected industries.

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### CAREER HIGHLIGHTS

- ❖ Created a highly effective viral campaign and marketing plan for a key client by analyzing current market data and identifying opportunities tailored to improve brand awareness despite downturns caused by Covid-19 restrictions.
- ❖ Initiated a highly successful image overhaul by redeveloping the brand and implementing an adaptable, long-term marketing plan to increase the client's web presence on Facebook, Google, Instagram and Twitter.
- ❖ Consulted with and advised a high-profile client on financial matters, system selections, and investments resulting in substantially boosting revenues.
- ❖ Delivered a significant reduction in expenditures by overseeing and monitoring the budgets and finance for key areas, including a comprehensive evaluation of capital and noncapital equipment considerations and purchases.
- ❖ Rebuilt community engagement and outreach efforts while serving on several multidisciplinary executive committees to brainstorm and collaborate on strategies that resulted in boosting Phoebe Health's overall reputation and presence in the healthcare community of Southwest Georgia.

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### SKILLS & EXPERTISE

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|---------------------------|--------------------------------|------------------------------|
| ▪ Solution Consulting     | ▪ Capacity Planning/Definition | ▪ Strategy Development       |
| ▪ Due Diligence           | ▪ Relationship Building        | ▪ Cost Model Creation        |
| ▪ Business & Sales Acumen | ▪ Entrepreneurial Expertise    | ▪ Leadership & Collaboration |
| ▪ Continuous Improvement  | ▪ New Technology Utilization   | ▪ IT Expertise               |
| ▪ Project Management      | ▪ Vendor Selection             |                              |

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### PROFESSIONAL EXPERIENCE

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#### MAINOR MARKETING AND PUBLIC RELATIONS | CARTERSVILLE, GA | 2018 TO PRESENT

##### **PRESIDENT**

Devise and lead innovative and creative consulting services to key clients, including PR, press releases, marketing plan development and management, advertising, award/list identification, speaking engagements, grassroots/sponsorship consulting, and event planning and promotion, business planning, operations and financial mapping

- Advised a high-profile client on financial matters, system selections, and investments resulting in substantially boosting revenues.
- Created a highly effective viral campaign and marketing plan for a key client by analyzing current market data and identifying opportunities tailored to improve brand awareness despite downturns caused by Covid-19 restrictions.
- Revamped a client's operational processes to increase productivity and overall efficiency by delivering in-depth consultations on redeveloping and streamlining workflow to reduce labor costs rapidly.
- Developed a detailed view of a client's niche market and utilized market analysis to increase possible channels of penetration and increase potential revenues over the following year through effective marketing messages based on industry best practices to reach the client's target market.
- Initiated a highly successful image overhaul by redeveloping the brand and implementing an adaptable, long-term marketing plan to increase the client's web presence on Facebook, Google, Instagram and Twitter.

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#### PHOEBE PUTNEY HEALTH SYSTEM | ALBANY, GA | 2012 TO 2018

**Director – Physician Practice Operations**

Directed and oversaw administrative and clinical services for management, operations, organizational development, and staff for several key departments, including Phoebe Gastroenterology Associates, Phoebe Medical Correctional Facilities, Phoebe Convenient Care Centers, and Phoebe Corporate Health.

- Proactively supported the company's mission and vision by assessing, analyzing, and executing strategically and financially feasible physician business and service line strategies to forecast goals for streamlining operations and provide continuous quality improvement.
- Delivered a significant reduction in expenditures by overseeing and monitoring the budgets and finance for key areas, including a comprehensive evaluation of capital and noncapital equipment considerations and purchases.
- Led employee satisfaction initiatives to develop a dynamic, team-oriented management staff and a clearly defined communicable environment while cultivating physician relationships with employed and non-employed physicians, resulting in improving employee retention and overall workplace satisfaction.
- Overhauled all activities related to providers' recruitment efforts, including hiring, orienting, evaluating, and training, surpassing staffing goals in a highly competitive job market.
- Rebuilt community engagement and outreach efforts while serving on several multidisciplinary executive committees to brainstorm and collaborate on strategies that resulted in boosting Phoebe Health's overall reputation and presence in the healthcare community of Southwest Georgia.

**Additional Experience:** Manager, Phoebe Putney Memorial Hospital | Programmer & Data Analyst, Memorial University Medical Center | Business Office Systems Analyst, Phoebe Putney Memorial Hospital

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**EDUCATION**


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**Georgia Southern University, Statesboro, GA /USA**  
*Master of Health Services Administration*

**Georgia Southern University, Statesboro, GA /USA**  
*Bachelor of Business Administration, Cum laude - Management*

**Certifications or Additional Education:**

*HFMA Certified Patient Account Representative (CPAR)*

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**ADDITIONAL CREDENTIALS**


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**TECHNICAL SKILLS**

Microsoft Office (Word, Excel, PowerPoint, Outlook, Access, Publisher) / Adobe Creative Suite (Photoshop, Illustrator, AfterEffects) / Final Cut Pro / Google Analytics / Facebook Analytics / Instagram Ads / WordPress / Adwords / SEO / Twitter / YouTube