

Kevin McCarthy

Content Lead

Profile

Veteran content lead with more than 15 years experience in health and medicine and seven years overseeing content for agile digital health companies. Specializes in working crossfunctionally to provide engaging, trustworthy content to empower healthcare decision making and build brand affinity.

LinkedIn: <https://www.linkedin.com/in/kevin-mccarthy-a6156a58/>

Employment History

Content Strategy Manager at BrightInsight

January 2022 – November 2023

- Increased content production by over 80%, including white papers, case studies, brochures, infographics, blogs, videos and more, with commensurate increase in content-based KPIs, such as a 20% increase in email opens.
- Updated and maintained the BrightInsight website and customer facing microsites, improving the website's SEO ranking.
- Led our PR program, managing our external PR agency and maintaining a calendar of press releases, media pitches, awards and public appearances.
- BrightInsight won several awards under my leadership, including:
 - Frost & Sullivan 2023 Best Practices Award, Global Healthcare IoT Company of the Year
 - Fierce Medtech's 2022 Fierce 15 List
 - Forbes' 2023 list of America's Best Startup Employers
 - Deloitte Technology Fast 500 for 2022 and 2023
- Led a thought leadership program that included executive discussions, webinars, dinners, interviews and articles from BrightInsight leaders that were published at Forbes, Nasdaq, MedCity News and other industry publications.
- Developed talking points and scripts for public appearances for executive leaders.
- Maintained a content calendar to support company objectives.
- Managed a team of consultants to execute the content calendar.
- Oversaw compliance with style guide and editorial guidelines throughout publication portfolio, aligning multi-media content strategies while maintaining cohesive brand identity across channels.
- Oversaw formal regulatory review of marketing content using a document management system.
- Developed content for demand campaigns, including many of the top performing campaigns.
- Developed assets for social media and worked closely with social media team to plan and execute campaigns.

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Skills

Content Marketing
Content Strategy
Brand Strategy
Digital Media
Digital Marketing
Account Based Marketing
Email Marketing
Writing
Editing
Copy Editing
Medical Writing
Research
Content Curation
Editorial Calendar
White Papers
Case Studies
Brochures
Magazine
Health Education Materials
Public Relations
Press Releases
Thought Leadership
Business To Business
Newsletters
Social Media
Search Engine Optimization
Fact Checking
Audience Development
Communications
Behavioral Health
SaaS Companies
Cloud
Healthcare
Digital Health
Microsoft Office
Content Management
Regulatory Review
NCQA Accreditation

Director of Content Marketing at Rally Health, San Francisco

November 2020 – December 2021

- Oversaw publication of digital and print products, aligning multi-media content strategies to maintain cohesive brand identity.
- Developed content strategies to reach consumers, engage member audience and influence thought leaders.
- Planned and maintained editorial calendar to support content activities and product needs.
- Led a content program that increased monthly product engagement by 10%, produced more than 4 million page views, 1.5 million unique product engagements and 100,000 product logins annually.
- Oversaw writing and editing of consumer-directed content marketing, demand generation and health education materials.
- Oversaw compliance with style guide, editorial guidelines and brand identity throughout entire publication portfolio.
- Managed editorial staff of three and a dozen remote writers and editors to meet deadlines and achieve deliverables.
- Managed several weekly email newsletters, growing the list to well over a million addresses.
- Managed licensed content streams and content curation across three brand websites.
- Conceived and executed Rally Magazine, a print and digital brand magazine.
- Created articles, quizzes and interactive behavioral health materials that were adopted by United Healthcare, Optum, Blue Cross Blue Shield, Kaiser Permanente and dozens of Fortune 500 companies.
- Developed content to support programs to address health equity and social determinants of health.
- Took a key role in the organization's response to COVID-19, building content FAQs, landing pages and a digital magazine.
- Oversaw the production of B2B white papers, ebooks, blog posts, bylined pieces and other publications that produced thousands of leads annually.
- Worked with design teams, video teams and other specialists to produce captivating and highly visual content.
- Worked closely with social media and digital marketing teams to create social assets that extend reach of content.
- Worked closely with product and data teams to personalize content and product experiences to maximize key KPIs.
- Worked closely with clinical team to ensure highest standards of accuracy.

Managing Editor at Rally Health, San Francisco

January 2018 – November 2020

Senior Editor at Rally Health, San Francisco

March 2017 – January 2018

Editor and Researcher at New York Times Opinion Pages, New York

August 2013 — June 2016

- Commissioned and edited essays for the daily Op-Ed page and Sunday Review, primarily on health care topics.
- Fact checked several articles a week, working with writers and editors to ensure accuracy.
- Developed pitches and found new voices.
- Edited essays by some of the nation's preeminent physicians and health care thinkers, including Paul Offit, Robert Wachter, Ezekiel Emanuel, Lisa Rosenbaum and Mark Shrime, among others.
- Provided constructive editorial feedback to writers and other editors to select the most compelling submissions and improve them.
- Wrote social copy for Op Eds.
- Wrote digital headlines to maximize SEO.
- Worked with New York Times legal counsel to spot and prevent legal issues.

Researcher at New York Times Magazine, New York

August 2012 — August 2013

- Researched several articles a week working with writers and editors to ensure accuracy without compromising style.
- Worked with New York Times legal counsel to spot and prevent legal issues.

Associate Health Editor at Consumer Reports, Yonkers

June 2008 — August 2012

- Led reporting for the Consumer Reports Health Ratings Center, conducting data-driven investigations on topics including hospital quality and safety, health insurance, physician performance and patient experience.
- Wrote articles for Consumer Reports magazine, ShopSmart magazine, the Consumer Reports on Health newsletter and the ConsumerReports.org website.
- Helped coordinate editorial partnerships with outside vendors, including ProPublica, NCQA and the Massachusetts Health Quality Partners.
- Edited and laid out web stories and blog posts for maximum SEO and reader impact.
- Worked with design and photo department to produce pages for print publications.
- Led coverage of Patient Protection and Affordable Care Act of 2009, filing multiple blog posts daily from Washington D.C.
- Researched, fact checked and reported several deadline articles a week.
- Contributed to an investigation on lead in toys and other children's products in 2007, which led to the 2008 passage of the Consumer Product Safety Improvement Act.
- Contributed to a series investigating the U.S. health insurance system in 2008, which won the Society of Professional Journalists' Sigma Delta Chi award for Public Service.

Education

San Francisco State University at San Francisco

Bachelor of Arts