

## Senior Editor, Writer & Communications Consultant

### Planning & Implementation ♦ Project Management ♦ Multi-Format Content Production

- Consistently delivers creative talent and entrepreneurial drive to produce engaging, informative and marketable newsletters, magazines and digital communications that serve diverse audiences throughout major sectors, including health care, medical technology, higher education, risk management and finance.
- Supports innovative, unique and cohesive campaigns that command visibility and audience growth, contributing analytical thought, business acumen, strong project management and team direction to execute editorial projects on time and within budget.
- Expertly directs the entire production life-cycle, including identifying and recruiting appropriate talent, negotiating fees, developing editorial calendars, overseeing internal staff, serving as lead editor, protecting stakeholder interests, and driving dynamic collaborations to create and distribute content-rich, aesthetically-superior productions.

#### *Professional Accolades:*

- Contributed numerous articles as a freelance writer for industry leaders, including the American Optometric Association, Washington University School of Medicine (St. Louis), The Ritz Carlton, the National Academy of Elder Law Attorneys and many others.
- Selected as one of 11 journalists to attend the Knight Journalism Boot Camp at the Centers for Disease Control and Prevention.
- Authored the 296-page *The Entrepreneur Diet: The On-the-Go Plan for Fitness, Weight Loss and Healthy Living*, published by Entrepreneur Press. Received four out of five stars in Amazon reviews.

#### *Areas of Expertise:*

Editorial Management | Strategic Communications | Editing & Writing | Print & Web Content |  
Working with Cross-Disciplinary Teams | Project Management | Technical Subjects |  
Ghost Writing for C-Suite Executives | Interviewing Subject Matter Experts | Fact Checking & Copy Editing

## PROFESSIONAL HISTORY

### **2008 – 2016: Manifest (formerly McMurry/TMG). Phoenix and Oro Valley, AZ**

#### **Senior Content Editor**

Delivered creative direction across all content development operations, driving a team of internal and external cross-functional professionals to complete multiple projects to stakeholder expectations.

- Provided leadership through appropriate assignments, editing, budget management and coordination among various art directors to ensure timely production of projects on tight deadlines with competing priorities.
- Fostered a cohesive, unified work environment with communications and marketing clients, identifying intended messages and corporate missions to conceptualize, develop and publish consistent, compelling content to promote products and services using online platforms, traditional marketing collateral, newsletters, infographics, blog posts and email communications.
- Distinguished publication services from competition by producing world-class deliverables for industry leaders that included Stanford Health Care, Abbott Vascular, University Hospitals of Cleveland, American Honda Finance Corporation, Aon, Silicon Valley Community Foundation and other highly rated accounts.
- Served as editor for Stanford Health Care website redesign, recruiting and directing five (5) writers to generate 25,000+ words of new online content.
- Collaborated on the website and email campaign for Abbott Vascular's dissolving heart stent device by managing a team of four (4) freelancers to create articles, infographics, fact sheets, quizzes and Wikipedia submissions, ensuring accuracy through extensive fact-checking to support legal compliance mandates.
- Supervised a team of five (5) to eight (8) freelance medical writers while coordinating with the communications team for University Hospitals of Cleveland, achieving client's goals of increased referrals and higher positioning in the USNews rankings.
- Served as lead editor for Aon's B2B magazine, *One*, covering risk management for the insurance industry, and ghost-wrote CEO's letter page.

- Edited newsletters on behalf of American Honda Finance Corporation with distribution to 100+ dealerships throughout the U.S.
- Engaged industry knowledge with content development and management expertise to edit *Vim & Vigor*, the consumer health care magazine distributed to hospitals across the U.S. and Canada.
- Supplied in-depth, thorough research and quality reporting on a wide variety of topics supporting medical services, discoveries and technologies.

**2003 – 2008: Freelance Writer and Editor. Los Angeles, CA and Oro Valley, AZ**

Launched and grew a distinguished operation that delivered business, health care, wellness and miscellaneous content reporting in support of campaigns for multiple notable industry drivers.

- Utilized in-depth research expertise and writing talent to consistently create informative and concise publications that included articles, books, press releases and promotional interviews.
- Contributed research and interviewing skills to engage subject matter experts while conducting extensive background research and utilizing government and academic resources for fact-checking requirements to provide accurate, timely and enlightening articles on health care topics for highly-educated professional and consumer audiences.
- Authored *The Entrepreneur Diet*, an expansive production that delves into the connection among health, nutrition and business success.
  - Maximized exposure and grew sales by participating in numerous media interviews.
- Combined business acumen with editorial expertise to edit the second edition of *Start Your Own Personal Training Business*, ensuring a cohesive message in clear language to engage audiences of varying sophistication.

**Early Career:**

Senior Editor: *Men's Fitness*. Woodland Hills, CA

Collaborated to implement editorial changes that resulted in increased circulation while managing freelance writers and providing hands-on guidance to refine articles.

Reporter/Assistant Editor: *The Beach Reporter*. Manhattan Beach, CA

Consistently produced at least five (5) stories weekly, in keeping with critical deadlines and leadership expectations.

Attorney: Los Angeles, CA Law Firms

Researched and wrote memoranda, drafted discovery and legal briefs, and made court appearances.

**Pro Bono Work:**

Communications Consultant: Southern Arizona VA Health Care System, Tucson, AZ, 2013 – 2016

Assisted in drafting VA educational and marketing content and medical director speeches; helped to draft white paper for national initiative.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

Juris Doctor | University of California, Davis, School of Law  
Law Review Executive Editor

Bachelor of Science (B.S.), Mathematics/Applied Science | University of California, Los Angeles

Certification – Using Social Media to Build Business | University of Georgia (Pursuing)  
Graduate Certificate in Public Health | University of Arizona (GPA: 4.0/4.0)

**Professional Affiliations & Recognitions:**

Member, Public Relations Society of America ♦ Participant, Journalism Boot Camp at the Centers for Disease Control and Prevention ♦ Recipient, Media Award, American Speech, Hearing and Language Association ♦ Volunteer, Southern Arizona Legal Aid ♦ Member, Toastmasters International

**Technologies:**

MS Office ♦ Multiple Project Management Software Programs ♦ InDesign (basic) ♦  
HTML ♦ Currently Improving Coding Skills