

Heather Punke

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BIO

Head of Content with 14+ years of experience in healthcare driving strategic storytelling that strengthens brand authority and supports growth. Partner to C-suite leaders and cross-functional teams, shaping and executing thought leadership, editorial strategy and multi-channel content that connects with customers and stakeholders.

- Editorial planning
- Thought leadership development
- Brand journalism
- White paper & ebook creation
- Executive and SME interviews
- Team leadership
- Video content production
- Customer storytelling
- Content governance

WORK EXPERIENCE

Collaborate Health // *Head of Content*

October 2022 to Present

- Lead content strategy and execution for mission-driven healthcare organizations
- Ghostwrite executive op-eds published in HR.com, Forbes and Fierce Healthcare, elevating brand authority and expanding industry visibility
- Created and executed bimonthly newsletter, driving 63% open rate and 51% click rate
- Serve as strategic advisor to founders and executive teams, shaping market positioning and external messaging
- Develop media materials that secure earned coverage in national healthcare industry publications

Olive AI // *Managing Editor*

Aug. 2021 to July 2022

- Developed and managed content calendars for Olive's blog and quarterly magazine
- Conducted content audit of 100+ blog posts and white papers to revamp or retire underperforming content and identify gaps
- Collaborated with product marketing to create full-funnel content for nurture campaigns and product launches
- Strengthened storytelling efforts with external subject matter experts, resulting in Olive's articles being included in external newsletters and shared on social media
- Oversaw team of three in-house and freelance writers
- Wrote and edited SEO-driven blog posts, interview-driven articles and white papers to build brand credibility

Health Care Service Corporation // *Senior Comms. Consultant*

Sept. 2018 to Aug. 2021

- Led content creation for six corporate social responsibility reports — established outlines, wrote content, coordinated with cross-functional teams and facilitated reviews
- Established editorial guidelines for new brand journalism websites prior to launch
- Wrote articles and produced videos for brand journalism websites to strengthen brand awareness and reputation
- Collaborated with executives and subject matter experts

Communications Consultant III

July 2017 to Sept. 2018

- Collaborated with C-suite executives to write articles to establish them as industry thought leaders
- Wrote and edited educational newsletter articles sent to 3+ million health plan members each month

Becker's Healthcare // *Managing Editor*

Aug. 2015 to July 2017

- Created a daily email newsletter sent to 126,000+ hospital executives and clinicians, growing subscribers by 71,000+

Editor

Feb. 2014 to July 2015

- Assigned stories and edited the work of writers for accuracy, structure and AP style

Assistant Editor

Feb. 2013 to Feb. 2014

- Planned, wrote and edited news and feature coverage of three beats for BeckersHospitalReview.com

Writer/Reporter

Aug. 2012 to Feb. 2013

- Wrote 10+ news and feature stories weekly for BeckersHospitalReview.com

EDUCATION

University of Illinois at Urbana-Champaign

College of Media, Bachelor of Science in Broadcast Journalism

Northwestern University

Kellogg School of Management, Certificate in Leading High Impact Teams