

Heather Punke

Email: heather.punke@gmail.com

WORK EXPERIENCE

Becker's Healthcare

Chicago, IL

Managing Editor, Becker's Hospital Review/Becker's Infection Control & Clinical Quality

Aug. 2015 – Present

- Assist in hiring and on-boarding new team members
- Set deadlines for writers and editors
- Increased responsibilities beyond those of editor, listed below

Editor, Becker's Hospital Review/Becker's Infection Control & Clinical Quality

April 2014 – July 2015

- Write and oversee news and feature coverage for BeckersQuality.com, covering everything from infection control best practices to patient satisfaction and engagement
- Craft a daily email newsletter, sent to more than 126,000 hospital executives and infection prevention experts
 - Took the newsletter from four days to five days per week
 - Helped grow newsletter subscribers by more than 71,000 in under three years
- Select content and lead editing of *Becker's Infection Control & Clinical Quality*, a bimonthly print magazine, ensuring adherence to AP and publication style
- Edit the work of writers and other editors for accuracy and style

Assistant Editor, Becker's Hospital Review

Feb. 2013 – Feb. 2014

- Oversaw news and feature coverage of three beats for BeckersHospitalReview.com

Writer/Reporter, Becker's Hospital Review

Aug. 2012 – Feb. 2013

- Wrote news and feature stories for various beats on BeckersHospitalReview.com
- Became proficient AP and publication style

Swedish Covenant Hospital

Chicago, IL

Publications and Marketing Intern

May 2012 – Aug. 2012

- Wrote, edited and posted articles for the hospital's online magazine and the employee news website
- Maintained the hospital magazine's Facebook page and assisted with social media strategy

University of Illinois Department of Electrical and Computer Engineering

Urbana, IL

Communications Intern

May 2011 – May 2012

- Produced, edited and close-captioned videos for the department's YouTube channel
- Wrote stories published in newsletters and online at ece.illinois.edu covering research and faculty awards

EDUCATION AND CERTIFICATES

Northwestern University Kellogg School of Management

April 2016

Certificate in Leading High-Impact Teams

University of Illinois at Urbana-Champaign, College of Media

May 2012

Bachelor of Science in Broadcast Journalism, high honors, GPA: 3.79/4.00

- Dean's List Spring 2009, Spring 2010, Fall 2011

TECHNICAL SKILLS

Web posting through Joomla, Drupal and WordPress; email creation with Constant Contact and iContact; non-linear video editing with Final Cut Pro and Avid; Microsoft Office; professional camcorders; Adobe Audition; Logic Studio