

Holly Cooper Ford

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Freelance Writer and Editor **Decatur, GA** **July 2011-present**

Specializing in healthcare marketing, providing editorial project management, internal and corporate communications, copywriting, creative direction, online content development and more to some of the nation's leading academic medical centers. Additional contract work for online and catalog retailers, including James Avery Jewelry, HearthSong and FootSmart.

- Recent clients include: UVA Health System, Duke Medical Center, Roswell Park Cancer Institute, Children's National Medical Center, Children's Healthcare of Atlanta
- Winner of the Gold and Silver Aster Awards for Healthcare Marketing
- Lead writer for UVA Healthy Balance, a blog educating consumers on how to improve their health
- Launched and currently manage UVA Physician Resource (uvaphysicianresource.com), a site targeted to UVA Health referring providers
- Ghost writer for UVA physicians; Vital Signs monthly health column appearing in the Charlottesville Daily Progress
- Involved in rebranding and optimization of web content for Roswell Park Cancer Institute, Duke Medical Center and UVA Culpeper Hospital
- Regular contributor to Vim & Vigor Magazine
- Lead writer for Children's Healthcare of Atlanta and the Children's Healthcare of Atlanta Foundation, providing content for direct mail, email marketing, consumer blog, as well as a variety of major fundraising campaigns, including multiple EOY campaigns and a \$2B capital campaign

UVA Health System **Charlottesville, VA** **March 2008 to July 2011**

UVA Health System is ranked among the nation's top academic medical centers, employing more than 6,000 people.

Contributing Writer and Editor, Marketing

- Penned regular feature articles for internal publications and websites
- Developed concepts for marketing campaigns both internal and external
- Crafted copy for advertisements, brochures, signage, web banners, handbooks, video segments, leadership presentations and more
- Monthly contributor to clubreduva.com
- Wrote regular health and wellness feature articles for Albemarle Family Magazine

Editor, Organizational Communications

- Integral to the launch and ongoing management of the Health System's first weekly internal publication
- Lead role in development and execution of UVA Storybook, a video series capturing stories of providers and their patients
- Measured content effectiveness utilizing internal surveys, web metrics and reader response
- Edited and contributed to an internal quarterly publication, winner of the Service Industry Advertising Awards Gold Award, as well as the Gold Aster Award

- Maintained production schedules
- Processed all contributing writer contracts
- Performed general office management

Internships

Rolling Stone Magazine, summer 1996

Atlanta Magazine, fall 1996

Philanthropic Efforts

Volunteer, The Haiti Mission

Former Public Relations and Community Outreach Adviser, The Robert N. Ford Orphanage and School at Grison-Garde, Haiti

Volunteer, Concrete Jungle Atlanta

Harvesting and delivering fresh produce to families in need

Writing Credits

Mademoiselle Magazine * Rolling Stone Online * Albemarle Family * C-ville Weekly * Patch.com
C-ville House & Home * Creative Loafing * The Athens Observer * Vim & Vigor * UVA Club Red
*Peds: Children's Healthcare of Atlanta * Pinnacle of Rehabilitation Care * The Charlottesville
Daily Progress * The Hook * NBC29 Charlottesville

Education

The University of Georgia
B.A., Journalism, June 1997

Major: Magazines
Minor: Italian

Skills and Interests

Working knowledge of the following: PC and Mac OS, Excel, Microsoft Word, Photoshop, InDesign, Google Analytics, Acoustic, Wordpress, Weebly, Workfront. Interests include: photography, creative writing, furniture refinishing, boating and travel.