

Jill Waite Goldberg

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EXPERTISE

Communications specialist with expertise in the strategic development and delivery of compelling content.

PROFESSIONAL EXPERIENCE

Society of Critical Care Medicine, Mount Prospect, IL **2019 - Present**
Senior Manager of Strategic Development, Journals

Identify and implement strategies to grow readership and visibility of Society's three peer-review journals.

- Develop and oversee growing social media program, increasing engagement and number of followers.
- Manage journal brand and content across platforms, including websites and marketing materials.
- Produce and promote monthly journal-related webcasts and videos.
- Oversee policies, processes, and contracts related to multi-organization manuscripts.
- Track and measure performance of websites and social media using analytic tools.

Cornflower Blue Communications, Oak Park, IL **2017 - 2018**

Content Specialist and Owner

Aligned content with clients' business goals and served as project manager of publications.

- Conducted research and interviewed experts to produce easy-to-understand health content.
- Translated technical policy information into reader-friendly content for Medicaid recipients.
- Developed content architecture for websites to create positive user experiences.
- Oversaw the design and print production of newsletters and brochures.
- Boosted web traffic using search engine optimization strategies.
- Recruited students and highlighted academic programs by creating university web content.

Rush Oak Park Hospital, Oak Park, IL **2014 - 2017**

Community Engagement Coordinator, Marketing and Communications

Promoted hospital's image and brand through community wellness programming.

- Transformed wellness program to broaden its audience and promote key service lines.
- Promoted outreach activities via direct mail, advertising, social media, and website.
- Partnered with local organizations on wellness activities to build community ties.
- Identified sponsorship opportunities to publicly reflect hospital's mission.
- Oversaw collection and analysis of community benefit data to comply with laws.

Rush University Medical Center, Chicago, IL **1998 - 2014**

Served as member of award-winning communications teams in various roles.

Consultant/Sr. Writer-Editor – Content Development, Marketing and Communications **2005 - 2014**

- Aligned web content with organization's goals and users' needs.
- Applied search engine optimization strategies to increase web traffic.
- Served as editor of newsletter and annual cancer report; maintained budgets.
- Oversaw the work of freelance photographers, videographers, designers, and printers.
- Created style guidelines to ensure quality and consistency.

Director, Creative Services, Marketing and Communications

2003 - 2005

- Oversaw team of writers and editors to help launch first major advertising campaign.
- Promoted key service lines and programs by developing a collateral system.
- Strengthened brand identity by implementing new graphic standards and guidelines.
- Extended marketing messages by launching community and physician newsletters.
- Managed portfolio of print and digital media and maintained team's budget.

Assistant Director, Publications, Marketing and Communications

2000 - 2003

- Developed content and oversaw publications' lifecycle from concept through delivery.
- Improved workflow and timeliness by creating a prioritization system.
- Managed editorial, design, and production of "best in show" annual report.
- Enhanced editorial quality by mentoring junior writers.

Senior Writer and Editor, Philanthropy and Communications

1998 - 2000

- Highlighted programs as editor and contributing writer of flagship magazine.
- Supported philanthropic efforts as editor and contributing writer of alumni newsletters.
- Publicized services by producing website content, brochures, and newsletters.
- Informed employees of institutional initiatives as contributor to employee newsletter.

American Society of Clinical Pathology Press, Chicago, IL

1997 - 1998

Managing Editor

- Oversaw copyediting, proofreading, and indexing of peer-review journal.

Mosby-Year Book, Inc., Chicago, IL

1993 - 1997

Project Manager and Senior Production Editor

- Supervised copyediting for health sciences publisher.

EDUCATION

University of Michigan, Ann Arbor, Michigan
Bachelor of Arts in English and Political Science

Dominican University, River Forest, Illinois
Postgraduate Studies in Social Work and Mediation

WRITING AND PUBLICATION SAMPLES

Portfolio available at waitenews.journoportfolio.com.