Cynthia Wilkins

WRITER AND EDITOR

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Professional Summary

Writer and editor with 15+ years of experience producing clear, polished content for enterprise, healthcare, and publishing clients, including two full-manuscript book edits and the copyediting of several hundred articles for a platform reaching 25 million monthly readers. Poynter ACES-certified in editing, with a strength in translating complex material into plain language. Completing a BA in English/Writing (4.0 GPA) while freelancing and working in classroom instruction.

Skills

Content Editing • Content Writing • Content Strategy • SEO Editing • UX Writing • Book Editing • Article Writing • Newsletter Creation • Blog Post Writing • Creative Storytelling • Stakeholder Collaboration • AI Writing Tools

Education

Bachelor of Arts, English/Writing — Expected Dec 2027
Eastern Oregon University | La Grande, OR

- 4.0 GPA

Associate of Arts, General Studies
Orange Coast College | Costa Mesa, CA

- 3.8 GPA
- Phi Theta Kappa Honor Society

Bachelor of Biblical Studies
Calvary Chapel Bible College | Murrieta, CA

- Study Abroad: Austria, Religious Studies
- Relevant Coursework: Editor of College Newspaper

Certifications

Certificate in Editing — August 2023
Poynter ACES

Professional Experience

Substitute Teacher — Aug 2026 – Present
West Plains School District | West Plains, MO

- Deliver teacher-prepared lesson plans across multiple subjects at the middle and high school levels, keeping instruction on track in short-notice assignments.
- Manage classroom environments, maintaining a productive learning atmosphere in line with school policies.
- Adapt quickly to new classrooms, student groups, and curricula from day to day.
- Part-time role while completing degree.

Health Sabbatical — Jan 2025 – Aug 2026
Career/health break after 15 years of writing roles; returned to school to pivot toward editing, publishing, and literacy education.

Copywriter — June 2024 – Dec 2024
Today's Date | Phoenix, AZ

- Crafted brand-aligned copy for web, email, and social campaigns across diverse channels.
- Edited and proofread marketing content to ensure clarity, accuracy, and consistent voice.
- Collaborated with designers, marketers, and stakeholders to align messaging with campaign goals.
- Adapted messaging for targeted audiences, product launches, and promotional initiatives.

Copywriter
Feb 2024 – May 2024
The Media Tune | Phoenix, AZ

- Wrote SEO and geo-targeted content for more than 10 client B2C websites in a four-week span, specializing in aftermarket luxury automotive protection services.
- Crafted weekly B2C email copy via MailChimp, driving 15–85% increase in open rates across campaigns.

Marketing Copywriter
Mar 2023 – Sep 2023
NXU, Inc. (Atlis Motor Vehicles) | Tempe, AZ

- Developed brand-aligned web copy for landing pages, product pages, and campaign assets.
- Wrote blog articles tailored to audience segments and conversion goals.
- Collaborated with marketing and design teams to refine messaging across channels.
- Edited copy for clarity, consistency, grammar, and voice alignment.

Medical Copywriter
Nov 2022 – Feb 2023
Thermo Fisher Scientific Inc. | Phoenix, AZ

- Produced confidential omnichannel campaign copy aligned with brand strategy for infectious disease clinical trials.
- Collaborated with medical, legal, and regulatory teams to streamline content for approval workflows.
- Revised messaging across print, digital, email, and social deliverables to sustain consistent brand voice.
- Contract role.

Book Editor (Freelance)
2019 – 2020
Gina Martell Creative LLC

- Worked with first-time authors Gina E. DeLeo Martell and Debra Johnson to flesh out their draft.
- Edited the complete manuscript *Horse Stories* for publication.

Senior UX Writer
2016 – 2022
NTT Data Services | Plano, TX

- Supported NTT's Innovation Studio by creating client-facing content for enterprise CX offerings (machine learning, blockchain, remote working solutions), delivering impactful presentations, case studies, executive summaries, battle cards, and microcopy.
- Led content research, authored blog articles, and conducted editorial reviews for white papers through stakeholder engagement and collaboration with senior VPs, ensuring technical accuracy for various audiences.
- Created and updated CX databases using Sitecore.
- Worked remotely to support various projects and collaborate with team members.

Senior Medical Writer (Freelance)
2016
Janssen Pharmaceuticals, Johnson & Johnson | San Diego, CA

- Strategized, researched, and authored physician-approved articles for J&J's Care4Today Connect app supporting patients with Crohn's, diabetes, and bipolar disorder.
- Used plain-language medical messaging to support accessibility and compliance standards through clear translation of complex content in contract hybrid role.
- Worked while benched during Dell-to-NTT merger transition.

Senior Copywriter
2015 – 2016
Dell Business Services | Plano, TX

- Created engaging website copy, patient portal content, SMS copy, and emails for Business Services clients like Blue Cross Blue Shield Illinois, Anthem Health, Tenet Health, Wyndham Hotels, and MetLife, enhancing client communication and user experience.
- Coordinated with global production teams across remote offices to produce timely digital assets and campaign content, ensuring alignment with brand messaging and strategic goals.
- Worked remotely to facilitate team collaboration and communication.

Marketing Writer
2014 – 2015
Toastmasters International | Rancho Santa Margarita, CA

- Wrote website copy, drafted video scripts, and crafted email communications for a global membership of 313,000, resulting in 7.3% membership growth in 2014.
- Managed 90th Anniversary planning and developed marketing collateral and corporate events to enhance member engagement and brand visibility.

Communications Writer
2013
Inland Empire Health Plan (IEHP) | Rancho Cucamonga, CA

- Outlined and implemented an SEO and social media strategy, tracking engagement in Google Analytics to achieve a 15% increase in follower traffic over four months.

- Collaborated with designers to plan and produce content, ensuring timely delivery of marketing materials.

Interactive Copywriter | Web Content
2012 – 2013

Modal Digital Agency (Verizon) | Irvine, CA

- Conceptualized and crafted B2C content for Verizon Wireless digital properties, including site copy, contests, sweepstakes, social channels, promo banners, blog articles, and product content, enhancing engagement with mass consumer audience.
- Collaborated with stakeholders to oversee content production and publishing schedules, ensuring timely delivery and alignment with marketing objectives.
- Developed performance-driven headlines and calls to action aligned with campaign objectives and audience insights.
- Collaborated with cross-functional teams to refine messaging, voice, and content hierarchy for client deliverables.

Interactive Copywriter
2011 – 2012

Bloosky Interactive, IPC Companies | Irvine, CA

- Collaborated with Lead Designer to develop direct response campaigns, landing pages, PPC ads, and email campaigns, enhancing engagement for national consumer brands to create high-converting campaigns over a 12-month run (Proactiv)
- Solved problems in agency workflows and multi-channel campaign copy, contributing to the creative process from concept to deployment.
- Developed persuasive web, email, and social copy aligned with brand voice and campaign objectives.
- Collaborated with designers, marketers, and stakeholders to refine messaging and support digital content deliverables.
- Wrote SEO-focused content that improved search visibility and supported inbound marketing goals.

SEO Editor
2010 – 2011

Lifescript, Inc. | Mission Viejo, CA

- Retroactively copyedited several hundred women's health articles on a platform reaching 25 million unique monthly visitors, retrofitting keywords into existing content to meet evolving SEO standards without altering the original editorial voice.
- Submitted original blog articles to SEO companies, generating inbound links and increasing organic traffic.
- Researched, wrote, and coded in CMS a physician-approved Medical Specialty Directory.