

## MIA JAMES

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### SENIOR CONTENT & EDITORIAL LEADER | HEALTH TECH & AI CARE

#### STORYTELLING THAT MOVES PEOPLE. STRATEGY THAT DRIVES GROWTH.

Creative strategist with 20 years leading editorial direction and content innovation for mission-driven healthcare and digital health brands. Expert at blending clinical credibility with emotional storytelling to differentiate brands, inspire action, and deliver measurable impact. Known for developing high-performing content programs that align with brand, business, and growth objectives — and for shaping voices that resonate across audiences from HR leaders to healthcare consumers.

### CORE COMPETENCIES

- Editorial & Brand Voice Leadership
- Bold, Differentiated Storytelling
- Campaign & Content Ideation
- AI-Enhanced Content Creation & Workflow
- SEO & Multi-Channel Strategy (Web, Blog, Social, Reports)
- Executive Ghostwriting & Thought Leadership
- Cross-Functional Collaboration (Growth, Design, Product, Clinical)
- Content Operations & Governance (Asana, Monday.com, Figma, Confluence)

### EXPERIENCE

#### COPYWRITER – CONTENT MARKETING (CONTRACT)

##### ATHENAHEALTH | REMOTE | JUL 2025 – PRESENT

- Develop integrated editorial strategies that simplify complex healthcare and technology stories for enterprise buyers and clinical audiences.
- Create thought leadership, web, and campaign content that aligns with business goals and elevates brand voice.
- Partner with growth and product teams to translate insights into original, emotionally resonant content that supports measurable engagement outcomes

#### SENIOR COPYWRITER

##### MEDEFY HEALTH | REMOTE | APR 2024 – JAN 2025

- Drove creative and editorial direction across digital campaigns, achieving a 36% YoY engagement lift.
- Produced high-impact case studies, web content, and email campaigns that advanced brand awareness and lead generation.
- Ghostwrote executive perspectives on AI in healthcare navigation and cost containment, enhancing brand credibility in the market.
- Collaborated across design, sales, and growth to ensure cohesive storytelling and message alignment.

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## MANAGING EDITOR – CONTRACT

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### PROVIDENCE HEALTH | REMOTE | MAR 2023 – MAR 2024

- Directed enterprise editorial strategy for one of the nation’s largest integrated health systems.
- Led a cross-functional team to develop values-aligned, human-centered content that increased digital engagement by up to 70%.
- Established scalable editorial systems and governance frameworks for enterprise content workflows.
- Shaped a unified, empathetic brand voice across clinical and marketing channels.

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## CONTENT STRATEGY LEAD

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### HEALTH CATALYST | REMOTE | MAY 2016 – JAN 2023

- Built and scaled a global content strategy positioning the company as a leader in AI, outcomes improvement, and health equity.
- Produced thought leadership, white papers, and campaign assets that reinforced brand differentiation and credibility.
- Partnered with data scientists, clinicians, and designers to transform complex analytics into emotionally engaging, story-driven content.
- Mentored creative teams and implemented editorial standards to elevate storytelling across channels.

## EDUCATION

Bachelor’s Degree in English and Spanish | Middlebury College | Middlebury, Vermont

## TOOLS & TECHNOLOGIES

• ActiveCampaign • Adobe Creative Suite • Asana • Conductor • Confluence • Figma • GA4 Microsoft 365 • Microsoft ADO • Monday.com • SEMrush • Slack • WordPress

## VALUES & CREATIVE LEADERSHIP

- Strategic storyteller passionate about connecting data, design, and emotion.
- Collaborative leader who thrives in fast-paced, high-growth environments.
- Committed to pushing creative boundaries while staying anchored in mission and purpose.
- Believes in “doing it for the patients” — delivering work that makes healthcare more human, accessible, and effective.