Laura J. Rahn

TECHNOLOGIES & CORE COMPETENCIES

- Microsoft Word, PowerPoint, Visio, Outlook
- Alfresco
- Jira
- Compliance 360
- Content development
- Technical and creative writing
  Editing and feedback
- Internal and external communications
- Web copy
- Proofreading

PROFESSIONAL EXPERIENCE

PrimeWest Health, Alexandria, MN ***2008–present***

***Content Developer/Editor**, 2012–present*

Develop and write content for multiple audiences and platforms; edit content produced by 30 individuals. Collaborate with stakeholders and design, web, and print staff to ensure consistent projection of organization's image through style, tone, and branding.

- Write quarterly general health education magazine distributed to 20,000 households
- Write biannual senior-specific magazine distributed to 4,000 members
- Edit 2 quarterly newsletters for 1,500 health care providers and support staff
- Collaborate with stakeholders at all levels to determine messaging and scope; provide guidance for best practices; identify and implement creative solutions; give and incorporate feedback
- Alter communication style from a 7th-grade reading level to one appropriate for regulatory reporting and data-driven information
- Conduct annual employee training on plagiarism, copyright, and editorial resources

***Associate Editor**, 2009–2012*

- Secured permissions for incorporation of outside content and developed electronic tracking system for requests and renewals
- Led text review for redesign of organization's website
- Developed process for reviewing provider network listings that decreased editorial time by 50%
- Edited over 300 policies and procedures annually; reviewed for errors in process and inconsistencies

***Editorial Assistant**, 2008–2009*

- Proofread text and design elements for all materials
- Compared source text against produced documents for all member materials

Additional professional experience on page 2

EDUCATION

BA in Communications; BA in English ▪ 2006
University of Minnesota ▪ High distinction ▪ Phi Beta Kappa

Poynter ACES Certificate in Editing ▪ 2015
Poynter News University

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ADDITIONAL PROFESSIONAL EXPERIENCE

Veterans United ***2008–2009***

Website Copy Editor

Edited web content for several lending sites as part of the company's rebranding

- Reworked content to achieve consistency among pages created by 10 individuals
- Ensured layperson readability and usability

Benfield (now Aon) ***2006–2008***

Reinsurance Contract Writing Analyst

Drafted and analyzed over 40 multi-million dollar contracts and corresponding client communications for 12 accounts

- Primary contract writer and resource person for RFP responses; Benfield named broker or co-broker on all
- Learned and then translated abstract concepts into legal documents in deadline-driven environment
- Primary contact and resource for 25 brokers
- Managed contracts from inception to execution; provided guidance for improving contract terms