

Ginny Smith

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www.ginnysmith.com

KEY STRENGTHS

- Skilled researcher, writer, editor, and proofreader.
- Expert at explaining complex topics in a conversational, easy-to-understand way.
- Adept at capturing the voice of the client and brand.
- Exceptional attention to detail.
- Strong collaborative skills. Brings an upbeat, can-do attitude to every project.

EXPERIENCE

Group Health Cooperative, 2003–Present

Marketing copywriter, 2012–Present

Collaborates with writers, designers, web developers, and managers to produce sales materials, feature articles, patient-education brochures, e-newsletter articles, direct mailers, and ghost-written messages for executives.

Intranet news writer/editor, 2010–2012

Lead writer and editor for staff news site. Involved researching stories, interviewing a broad cross-section of executives and staff, writing everything from complex technology stories to personal profiles, training and mentoring fellow writers, and posting stories and photos.

Editor, *Northwest Health* magazine, 2005–2010

Planned editorial calendar for the quarterly publication; assigned, wrote, and edited articles; mentored freelance writers; served as ghost writer for CEO messages; and collaborated with designers and art directors. Magazine won numerous National Health Information Awards each year I was editor.

Editor, staff newsletter, 2003–2005

Researched, wrote, and edited all articles for 8-page, biweekly print publication. Included frequent interviews with CEO and key executives, crafting concise yet meaty articles on topics ranging from corporate finance to IT technology, and ushering each issue through extensive review processes. Collaborated with designer on layout.

Self-employed writer/editor, 1996–2003

Wrote complex, multi-source stories for Group Health's quarterly magazine, *Northwest Health*; served as writer/editor of *Senior Outlook*, a quarterly publication for Medicare enrollees; wrote "top salesperson" profiles for

Weyerhaeuser for numerous years, and customer profiles for Aldus (now Adobe Systems). Also coauthored two books for Cancer Lifeline: *What to Eat Now* (1996) and *The Cancer Lifeline Cookbook* (2004), both nutritional guides for cancer survivors.

Communications manager, 1992–1995

Employee Managed Care Corp. (health care information company).
Managed marketing and communications department with job-share partner. Researched, wrote, and edited newsletter; developed marketing materials, ranging from brochures to proposals; supervised and mentored freelance writers; and co-led an editorial team that produced a 400+ page health care handbook, *The CareWise Guide: Self-care from Head to Toe*, in just 6 months.

Public relations specialist, 1986–1991

The Callison Partnership (architecture/interior design firm)
Served as primary writer and editor on the marketing team. Researched, wrote, and edited magazine articles, newsletter copy, press releases, brochures, and proposals. Provided ghost-writing services for executives and handled media relations.

Associate editor, 1982–1985

Seattle Business magazine, Greater Seattle Chamber of Commerce
Produced 40+ page monthly magazine with a two-person editorial team. Responsibilities included researching, writing, editing, proofreading, photography, layout, collaborating with ad sales team and designers, and handling circulation and distribution.

EDUCATION

Bachelor of Arts in Mass Communications/Journalism
Named Outstanding Journalist of graduating class
California State University, Chico
Chico, CA

AWARDS

National Health Information Awards, 2005–2009
Group Health's *Northwest Health* magazine won numerous awards every year I was editor

VOLUNTEER ACTIVITIES

Hospice volunteer, 2001–2003
Swedish Medical Center

Volunteer dog walker, 1999–2001
Progressive Animal Welfare Society (PAWS)

Public relations consultant, 1981–1996
Cancer Lifeline