

Ginny Smith

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ginnyism@seanet.com

KEY STRENGTHS

- Skilled researcher, interviewer, writer, and editor
- Expert at explaining complex topics in an easy-to-understand ways
- Special knack for capturing the voice of the client and brand
- Strong collaborative skills
- Upbeat, can-do attitude

EXPERIENCE

Kaiser Permanente/Group Health Cooperative*, 2003-Present

Senior marketing content writer, 2016-Present

Serves as senior writer and editor of digital and print magazines and newsletters, feature articles, direct mailers, sales materials, patient-engagement brochures, and blog posts. Collaborates extensively with content experts, designers, and other team members to produce on-brand, effective materials for a variety of audiences.

Marketing copywriter, 2012-2016

Worked closely with content experts, executives, sales teams, and designers to produce projects ranging from health plan sales materials to patient engagement brochures.

Intranet news writer/editor, 2010-2012

Lead writer and editor for staff news site. Involved researching stories, interviewing a broad cross-section of leaders 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 while 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 leaders, 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

Clients included Group Health, Weyerhaeuser, Aldus/Adobe Systems, Cancer Lifeline, Employee Managed Care Corporation.

Communications manager, 1992-1995

Employee Managed Care Corp. (health care information company)
Co-managed marketing and communications department with job-share partner.

Public relations specialist, 1986-1991

The Callison Partnership (architecture/interior design firm)
Served as primary writer and editor on the marketing team.

Associate editor, 1982-1985

Seattle Business magazine, Greater Seattle Chamber of Commerce
Produced 40+ page monthly magazine with a two-person editorial team.

EDUCATION

Bachelor of Arts in Mass Communications/Journalism
California State University, Chico
Chico, CA

**VOLUNTEER
ACTIVITIES**

Website volunteer, 2017-Present

Dog Gone Seattle dog rescue

www.doggoneseattle.org

Hospice volunteer, 2001-2003

Swedish Medical Center

Volunteer dog walker, 1999-2001

Progressive Animal Welfare Society (PAWS)

Public relations consultant, 1981-1996

Cancer Lifeline

*Kaiser Permanente acquired Group Health in 2017.