

## SENIOR NEWS WRITER / EDITOR

Seasoned and tenacious cancer news writer and copy editor with extensive years of management experience, a passion for community journalism, and a reputation for impeccable ethics. Highly skilled in collaborating with publishers, making editorial decisions, choosing editorial content for various publications, and determining the look and feel of the publications. Adept at translating complex information into a clear, well-organized copy. Recognized as a storyteller who treats news, features, and other events with equal passion and thrives within a deadline-intensive newsroom environment. Technically proficient in Adobe Experience Manager (AEM), Microsoft Word, and Microsoft PowerPoint.

### SELECTED HIGHLIGHTS

- ❖ Written two most-read stories on cancer.org name as “Breast Cancer Symptoms: What You Need to Know” and “If You’re Called Back After a Mammogram,”.
- ❖ Published more than 350 stories up in the news section of the personal website that received more than 5.7 million page views in 2019 according to Google Analytics.
- ❖ Edited thousands of published articles for LiveStrong.com and eHow.com.

### CAREER HISTORY

#### 2011 to Present: AMERICAN CANCER SOCIETY, Atlanta, GA

##### ➔ Senior News Editor

*Write and edit medical news stories, features, and Stories of Hope for the American Cancer Society website, www.cancer.org. Produce Healthy Living and Breast Cancer Update newsletters. Create and maintain comprehensive style guides for all assigned accounts. Increased efficiency and improved quality by streamlining the newsletter production process.*

- ❖ Produced a large volume of high-quality, engaging, easy-to-understand news and feature stories that provide cancer information to the public.
- ❖ Fostered and maintained a positive environment with other departments to coordinate the timing of stories, ensure the accuracy of our health information across departments, and maximize the promotion of content.

#### 2010 to 2011: DEMAND MEDIA STUDIOS, Online

##### ➔ Copy Editor

*Reduced error rate to nearly zero by introducing new proofing methods, increasing hiring standards and training, and raising expectations for the position. Developed proofing and marketing stylebooks and templates and maintained company style.*

- ❖ Optimized consistent brand messaging through key words, voice and style; selected photos and wrote captions to appeal to online audience.
- ❖ Nurtured congenial working relationships with writers while enhancing content.

#### 2002 to 2011: PIEDMONT COLLEGE, Demorest, GA

##### ➔ Associate Professor & Assistant of Mass Communications (2002 to 2011)

*Taught all writing and copy-editing courses in the Department of Mass Communications and advised the award-winning student newspaper, the Navigator. Edited all internal and external documents generated by the department.*

- ❖ Facilitated live broadcast of student-produced content and established Piedmont College as an affiliate of CNN NewSource.
- ❖ Improved academic performance levels by providing reports on academic progress and recommending necessary changes in study habits and classroom behaviors.

#### EARLY CAREER

➔ Executive Editor ➔ Senior Editor ➔ Assistant Senior Editor ➔ Copy Editor ➔ Associate Producer ➔ Writer

### EDUCATIONAL BACKGROUND

Master of Arts in Communications, Stanford University, 1986

Bachelor of Science in Communications, Northwestern University, 1985

### PROFESSIONAL AFFILIATIONS

Atlanta Press Club | Association of Health Care Journalists