



Qualifications

- Excellent writing, proofreading, and editing skills
- Organizational and research skills
- Health literacy experience, including readability audit and grade level reduction
- Group facilitation – visioning, strategy, brainstorming sessions
- Graphic facilitation and recording, real-time visualization
- Word, Xcel, and PowerPoint experience

Work History

Humana, Inc. – Fortune 100 health insurance provider

2007-2010

Project Analyst – Innovation Center/Perfect Service Innovations departments; wrote, edited, and proofread internal copy; participated in health literacy team; served as graphic recorder and facilitator for meetings, ideation sessions, and brainstorming

- Instrumental in Humana’s health literacy initiatives resulting in an internal core health literacy team and co-sponsorship of statewide summit
- Conducted audits of written materials to build the case for promoting health literacy awareness at Humana
- Planning and support for first Kentucky Health Literacy Summit, including graphic recording at the event
- Experience teams work – visualizing the experiences through maps resulting in new understanding of experiences and business systems
- Graphic facilitation and recording which benefits visual learners and improves understanding and retention of information
- Creative brainstorming, concepts development, and visualization resulting in the concepts for visual maps and ancillary toolkit
- General writing, proofreading, and editing duties

Freelance Writer – Self-employed freelance writer

2000 - Present

- Abdomerovic, Muhamed. Brainstorming the PMBOK® Guide (Editor), 2000
- *Back Home in Kentucky Magazine*, 2006
- *Get Healthy!* newsletter, Norton Hospital, 2006
- EarthSave Louisville monthly newsletter and press releases, 2006
- *Louisville Magazine*, 2000, 2004

- *Louisville Courier-Journal*, 2005
- *Kentuckiana Health and Fitness Magazine*, 2006-present
- *Kentuckiana Healthy Woman Magazine*, 2006-present
- NFocus, Norton Suburban Hospital employee newsletter, 2006-present
- *Today's Woman Magazine* – regular columnist, Shopping with Sara, 2005-present
- *FramNet* – Franchise company blog, 2009 - present

Paul Schultz – Local advertising agency **2007**

Junior Copywriter – Wrote, edited, and proofread copy in collaboration with Senior Copywriter

- Worked with clients include Dairy Queen, InsightBusiness, Fire King, and Louisville Metro Hotspots
- Worked as part of a collaborative team and independently to develop and execute concepts, including Louisville Metro Hotspots campaign

TMP Worldwide/Monster.com – Job search company, New Albany, IN **2005-2007**

Copywriter Wrote, edited, and proofread copy

- Copywriting resulting in increased applicant pool for the posted positions
- Coordinated and managed internal and external copywriting staff of five resulting in increased turnaround time on client requests

Sacred Heart Academy – Private girls' school, Louisville, KY **2004 – 2005**

English/Public Speaking Teacher Taught International Baccalaureate Junior-level English, Low Academic Junior-level English, and Public Speaking; planned, prepared, and presenting lesson plans

ProQuest Company – Educational database company, Louisville, KY **2000-2004**

Editorial Assistant Created, edited, proofread and published abstracts

- Took on special projects, including leading a team to write industry profiles resulting in a business decision on pursuing such profiles
- Specialties: oil and gas, real estate, healthcare, textiles, networking and computers

Education

University of Louisville, Louisville, Kentucky December 2000
MA in Literature, Rhetoric and Composition emphasis, creative thesis

Centre College, Danville, Kentucky, May 1998
BA in English, minor in Theater