

EDITOR

As senior marcom copywriter and editor for Cambia's health insurance brands, I'm responsible for quality-control editing (brand, style, tone, voice, grammar, accuracy, consistency, etc.) for six health plans. Our audience includes 3.4 million members across four states, plus brokers and employers. I interpret complicated insurance features and important health topics for Medicare, group and individual/family, making sure content is understandable, accurate, and on brand, managing multiple versions of documents and helping the organization meet sales and service goals.

I have a sharp memory, an incredible eye for detail, an obsessive love of style guides, and a gift for distilling complicated ideas into simple, reader-friendly copy. I'm devoted to using my craft and gift to help others express themselves, share ideas, and tell their story. That's why I'm also a freelance editor, helping authors get their message out into the world.

CURRENT CORE RESPONSIBILITIES, Cambia Health Solutions

- Ensure content, brand, style, voice, and messaging accuracy for all materials produced by Marketing Creative Studio
- Provide quality-control editing for Marketing division; train new writers; collaborate on style decisions and brand guidelines
- Collaborate closely with graphic designers to interpret and enforce the brand, and make materials attractive, clear, and accessible
- Create, update, and edit pre-sale and post-sale materials for employer group purchasers, members, and brokers for Cambia's six health plans, both print and online
- Perform version control for multiple brands and products over multiple states, explaining insurance and health-related features to audiences across the consumer spectrum
- Protect Blue Cross and Blue Shield Association and Regence brands by enforcing style, logo-usage, co-branding, and design rules; provide final check and authorization prior to printing or posting of materials
- Work with program managers to interpret insurance and health-related features, then translate for optimum audience engagement
- Partner with product and marketing program managers to determine best practices for meeting enrollment and service goals
- Adhere to strict deadlines driven by product launches, filing dates, training needs, and go-live schedules

SKILLS

Copywriter and Editor: Strong writing, editing, and proofreading skills for both marketing and technical materials. Able to produce accurate, thorough information in reader-friendly style. Writer, content editor, and managing editor for variety of materials across the consumer and partner spectrum. Extensive knowledge of Chicago and AP styles; contributing editor to Regence and Cambia brand style guides.

Project Coordinator: Served as communications lead over multiple, simultaneous projects; coordinated interdepartmentally with executives and staff to determine and refine content of marketing, post-sale, and strategic communications. Interpreted, planned, developed, and executed communications plans, strategy, and brand messaging. Managed production of many publications, including planning, scheduling, writing, and editing text; coordinating review; working with graphic designers and UX team; and overseeing design.

Work Characteristics: Communicate effectively with wide variety of people across the organization, both in person and remote, verbally and in writing. Responsive, responsible, and work well with customers, partners, vendors, and staff at all levels. Respectful of different viewpoints while dedicated to doing the right thing for the company and the customer. Can juggle multiple projects, set and meet deadlines, prioritize time, and organize workload.

Technical: Word; Acrobat Adobe Pro; Workfront; Kindle Create; Vellum; style tagging; style coding

Kristy L. Phillips | kristyphillipseditor.com
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EMPLOYMENT

Freelance copy editor

2011–present

Cambia Health Solutions, Portland, OR (parent company of Regence BlueShield)

Senior copywriter/editor, Creative Studio: 2010–present

Creative services writer II, Marketing Creative Services: 2007–2010

Copywriter, Marketing Creative Services: 2004–2007

Regence BlueShield, Seattle, WA

Senior marketing communications coordinator, Corporate Communications: 1999–2004

Marketing communications coordinator, Corporate Communications: 1996–1999

King County Medical Blue Shield, Seattle, WA

Publications coordinator, Corporate Communications: 1995–1996

Publications coordinator, Provider Affairs: 1995

Product specialist, Product Development: 1994–1995

Brochure coordinator, Public Relations/Product Information: 1992–1994

Administrative assistant, Claims: 1991–1992

EDUCATION

The Writing Institute at Sarah Lawrence College

Five-week memoir-writing workshop, 2021

University of Washington, Seattle, WA

Certificate in Editing, 2021

University of Washington, Seattle, WA

Bachelor of Arts, English literature, *magna cum laude* and *Phi Beta Kappa*, 1990

AFFILIATIONS

Northwest Editors Guild Board of Directors

Editorial Freelancers Association, member

AWARD

Blue Cross and Blue Shield Association's 2003 Best of Blue second place award for integrated marketing communications

FREELANCE EXPERIENCE

Blue Moon, Rare Fire, by Helena Jayne Bryant
Tarian's Rescue, by Madi Wright
Faithful Times, by John Abeln
Painted Mountains, by John Abeln
Rasputin's Revenge, by John Abeln
The Bridge Jumper, by John Abeln
Tena Tan, by John Abeln
Patience in Wonder Meadow, John Abeln
Stayin' Alive, by Brian Locker
My Sandwich Is a Spaceship, by Dr. Cyndi Burnett and Michaelene Dawson-Globus
Weaving Creativity into Every Strand of Your Curriculum, by Dr. Cyndi Burnett and Julia Figliotti
Deep Magick: A Guide and Spellbook for the New Witch, by Sonia Woods
Sacred Crystal Codes, by Patricia Missakian
The Urban Legend of Billy Dew, by Derrick Newton
Overcoming the Perils of Imposter Syndrome, by Derrick Newton
Trenchtown, by Derrick Newton
Complete Guide to Facebook Advertising: 2020 Edition, by Brian Meert
Rise of a Kingpin, by Gary Poindexter
The Man from Flat Water Country, by Rex Gunnerson
Seattle, by Tad Korzeniewski
Turning Over the Leaf, by W G Stillwater
A Friend of Mine, by Alfié García
The Truth About Women and How to Keep Them in Your Life, by Eric Langlais
Dating After Divorce: A Woman's Guide to Finding Herself First, by Liga Saltupe
Building Financial Muscle, by Karen G
Casting Your Troubles Into the Grand Canyon, by Matt Landry
Too Happy to Be Sad Girl, by Angel Aviles
Journey Inward, by Nardu Debrah
Magnetize Your Man, by Antia and Brody Boyd
The Irony of Being, by Emily Kunz
The Infinite End, Emily Kunz
Love Letters to the Postman, by David Hurley
Armed Services Vocational Aptitude Battery Exam Prep 2020-2021; Praxis Score Study Guide 2020-2021; National League for Nursing PAX RN and PN Exam Prep 2021-2022; Certified Medical Assistant Study Guide 2020-2021; Certified Medical-Surgical Registered Nurse Exam Prep 2020-2021; Officer Aptitude Rating Exam Prep 2020-2021; Florida Real Estate Exam Prep 2020-2021; Professional in Human Resources Exam Prep 2020-2021; Foreign Service Officer Test Exam Prep 2020-2021; Certified Strength and Conditioning Specialist Exam Prep 2021-2022; Securities Industry Essentials Exam Prep 2020-2021; Associate Professional in Human Resources Certification Prep 2020-2021; PSAT 10 Prep 2020-2021; NHA Phlebotomy Exam Prep 2020-2021; Adult Gerontology Nurse Practitioner Exam Prep 2021-2022; Progressive Care Certified Nurse Exam Prep; Nurse Executive Exam Prep 2021-2022; GED Study Guide, 2021-2022; Police Officer Exam Prep 2021-2022; SSAT Middle-Level Exam Prep 2021-2022; Physician Assistant National Certifying Exam Prep 2021-2022; MSW Licensing Exam 2021-2022; Criminal Justice Basic Abilities Test Prep 2021-2022; Certified Emergency Nurse Exam Study Guide 2021-2022; Certified Professional in Healthcare Quality Exam Prep 2021-2022; Funeral Services Exam Study Guide 2021-2022; Inpatient Obstetric Nurse Exam Prep, 2021-2022; Society for Human Resource Management Exam Prep 2021-2022 National Registry of Emergency Medical Technicians Exam Study Guide 2021-2022; National Counselor Exam Prep 2022-2023; CDL Exam Guide 2022-2023; LCSW Study Guide 2022-2023; Certified Case Management Exam Study Guide 2022-2023; Foreign Service Officer Test Exam Prep 2022-2023; Florida Real Estate Exam Prep 2022-2023; Massage and Bodywork Licensing Exam Prep 2022-2023; Certified Pharmacy Technician Exam Prep 2022-2023; Praxis II Elementary Education Exam Prep, 2022-2023; PHR Exam Prep 2022-2023; NCLEX-RN Exam Prep 2022-2023; Series 7 Exam Prep 2022-2023; Praxis General Science Content Knowledge 5435 Prep; ATI TEAS 7 Study Guide 2022-2023; Maternal and Newborn Nurse Study Guide 2022-2023; HESI A2 Study Guide 2022-2023; Certified Medical Assistant Study Guide 2023-2024; Registered Behavior Technician Study Guide 2023-2024; CNA Study Guide 2022-2023; OCN Study Guide 2022-2023; NYC Sanitation Worker Exam Prep 2023-2024; Progressive Care Certified Nurse Exam Study Guide 2022-2023; Foreign Service Officer Test Exam Prep 2023-2024; CMSRN 2023-24; NHA Phlebotomy Study Guide 2023-2024; Medical-Surgical Nursing Certification Exam Prep; Family Nurse Practitioner Exam Study Guide 2023-2024, NCMHCE Study Guide 2023-2024

Transitioning from Wounded to Warrior, by Donna Silveira
Achieve: Overcome Obstacles, Find Time for Greatness, Develop a Framework to Achieve Anything, by Michael J. Lee
A Word to the Wise: Snakes on Every Level, by R. R. Norton
Detox Hotel, by Jonah Frick
Can I Die Better Than a Dog? by Crystal Tetu
Remote Learning: 60 Strategies for Success, by Dr. Carrie Champ Morera
Top 10 Profit Killers for Plastic Surgeons and Medical Spas, by Kelly Smith
Creation Unfolding: A New Perspective on ex nihilo, by Ken P. Coulson
Fossils and the Flood, by Paul Garner
Keep Moving Forward, by Matt Landry
Potential: Leveraging Your Past for the Professional and Personal Success You Deserve, by Barbara Polk
Traitor, by S. Malik Swayne
Recognizing Beauty, by Cyndi Burrough
Kissing Frogs, by Heather Ward
Nordic 5 North, Reality Protocol, by Daniel D. Coretram
Nordic 5 North, Reality Protocol 2, by Daniel D. Coretram
Nordic 5 North, Reality Protocol 3, by Daniel D. Coretram
The Power Broker: Madeira to Stockholm, by Daniel D. Coretram
Summoning Spruce, by Ann Ornie
The Missing Link, by Stacy Sato
The Emergence of New Elaine, by Nadine Feldman
The Evil I Own, by K. S. Penn
Harley James & the Peril of the Pirate's Curse, by Leah Cupps
Harley James & the Emerald Tablets of Egypt, by Leah Cupps
Natural Selection, by Fiona Stoffer
Fleeing to Freedom, by Quynh Nguyen Forss
On the Other Side of Tears, by Jonel Gilmer
I Sing of Grief: A Novel of the Trojan War, by Michael Fridgen
I Sing of Rebirth, by Michael Fridgen
Passive Militancy, by Ronald Smith
The King of Juthirima, by Austin Suttill
Depreciating Hope, by Jesse Leung
Hope Deferred, by Jesse Leung
Secret Hope, by Jesse Leung
DOHTR Confidential, by Vanessa Chamberlain
The Bastard Sorceress, by Verna McKinnon
Candle Magic for Beginners, by Isadora Bloom and Jowi Estava Ghers
Conscious Rune Magic, by Isadora Bloom
Dreams, by Rosemary Pearson
It's Not About Food, Drugs, or Alcohol—It's About Healing Complex PTSD, by Mary Giuliani
Book I: Unexpected, by Christopher Green
Book II: Unexpected, by Christopher Green
A Rose That Grew from a Textbook in the Village, by Kasandra Price
Love Soars the Skies, by Linda Jones
True Friends: A Revolutionary Approach to Cultivating Conscious Feminine Friendships, by Rochonda Ferrelli
Dear Kendal, by Richard Jackson
Mining Justice, by Thomas Gondolfi
Melanie, by Spencer Hull
The Neighborhood, by David Feldman
Pedro's Pickles and the American Dream, by David A. Ek
The Unicorn and the Dragon, by James Cummings
Surviving My Tidal Wave of Infidelity, by Sheri Ramirez
The Goddess's Game, by Alyson Rose
The Loving Yourself Book for Women: A Practical Guide to Boost Your Self-Esteem, Heal Your Inner Child, and Celebrate the Woman You Are, by Diana Rachel Bletter
The Total Customer Growth Model, by Adam Turinas and Ben Person
Conscious Connections with Angels, by Isadora Bloom

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And the Women Rose, by Andrea Maly
A Space Between: Holistic Wellness for Menopause and Beyond, Marla Privitera
Goddess Oracle, Yvette Doudle
Stalk Home, Amanda McMurtrey
White Walls, Micala Rash
We're All Dead Here, Jake Rudquist
Seeking Closure, Lakeeta Greene
Regenerative Business, Samantha Garcia
Tell Me, Judith Litchfield
The Height of Darkness, Jessica Sherer
The Montessori Method, Sony Bakrnchev
Under the Good Influence, E.S. Collier
Stick 'Em Up, S. Malik Swayne
Mindfulness Journey in Africa, Amanda Metta
Live Your Best Life with Limited Energy, Jodie Renner
The Breaker Point, Heidi Wyble
Deception Is Our Remedy, Alexandra Gavronovic
The Self-Love Adventure for Girls: Pump up Your Confidence, Make Good Friends, and Be the Strong, Super Girl You Already Are,
Diana Rachel Bletter
Thoughts That Shape You: 365 Powerful Affirmations Backed by Psychology and Neuroscience, Svetlana Fedina
Humor, Health, Longevity, and Personal Salvation: Wisdom from a Country Doctor, Dr. William Wiltse