

## EDITOR

As senior 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's Creative Studio
- Provide quality-control editing for the 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](http://kristyphillipseditor.com)  
[KristyPhillipsEditor@gmail.com](mailto:KristyPhillipsEditor@gmail.com) | (206) 920-3194 | Mill Creek, WA

## EMPLOYMENT

### Freelance copy editor

2011–present

**Cambia Health Solutions, Portland, OR** (parent company of Regence BlueShield, Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah, Regence BlueShield of Idaho, and Asuris Northwest Health)

Senior editor, Creative Studio: 2024–present

Senior copywriter, Creative Studio: 2010–2024

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

Editorial Freelancers Association

## 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 Alfie Garcia  
*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  
*Weddings and War*, 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  
*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*, Jess Ranae 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 Loving Yourself 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  
*Diaries of a Love Addict*, Gabriella Schaefer  
*Fallen Leaf Lake*, John Abeln  
*E-Solu*, Adenola Atekoja  
*Separate Things*, Ashley Marie Berry  
*Continuum Glass*, Matthew Lacombe  
*Stand on the Bench, Achilles*, Christopher Baldwin  
*Feng Shui Works*, Marianne Gordon  
*Bittersweet Memories: What It's Felt Like Being Me*, Janet Smith  
*The Journey to Being Yourself*, Kenny Weiss  
*Nowhere Bound*, David A. Ek  
*A Beginner's Guide to Human Design*, Isadora Bloom  
*The Light Within*, Annie Montgomery  
*How Lily Blossomed*, Deola Miller  
*War Poet*, Verna McKinnon  
*Crush It*, John Kurinij  
*Galleria Estrella*, John Abeln  
*Dare to Express, Book 3*, Creatrix Publishing  
*The Yoga of Self-Love*, Ramaa Krishnan  
*Courage of Faith*, A.J. Ready  
*The Shadows within My Light*, Michael Anthony Edward  
*F\*uck Your Thoughts and Prayers*, Thomas Karmgard  
*All the Donkeys Know Your Name*, Chrissie Mayberry  
*Military Jesus*, Roderick X  
*God Doesn't Relapse*, Matt Grace  
*The Real Women of Menopause*, Michelle Maier  
*Defeat of Nazi Germany*, Chester Wong  
*Running Free*, Ami Cullen  
*Finding Refuge*, David Rollins  
*Embracing the Energy of Possibilities*, Joe Saviano  
*Sketchnoting for Multilingual Minds*, Valentina Gonzalez  
*Seeing the Forst and the Trees*, Matthew Lowe  
*Empowering Women on the Way to the Top*, Duygu Alptekin Gürsu