



# PAULA FORD-MARTIN

## Content Strategist, Writer, Editor

Dynamic editorial professional with deep experience in integrated digital, social, and broadcast content strategy and proven success in health verticals. Author of over a dozen consumer health and trade titles with major market media tour experience.

### GET IN TOUCH

**Mobile** (860) 262-0681

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**LinkedIn** linkedin.com/in/pfordmartin

### PROFESSIONAL SKILLS

- Blogging
- Consumer health writing
- Copywriting
- Curriculum development
- Developmental editing
- Digital content development
- Editorial planning
- Features writing and editing
- Ghost writing
- Health literacy translation
- Scriptwriting
- Social media planning/execution
- Video production

### STRENGTHS

- Collaborative
- Communicator
- Creative
- Critical thinker
- Deadline and detail oriented
- Fiscally responsible



### EMPLOYMENT

**1998 - Present**

#### Wordcrafts

**Owner**

Professional writing, research, editing, and strategic planning services specializing in consumer health communications. Clients include About.com, HealthStyle Press, JDRF, Spry Publishing, F&W Publishing, Achieving Better Control, Copenhagen Institute of Interactive Design, and Renal Systems.

**2013-2014**

#### The Wellness Network

**Director of Content and Programming**

Developed and executed content strategy for the largest U.S. provider of subscription-based hospital patient education video programming, including the Newborn Channel, the Patient Channel, the MedSerenity Channel, and Your NICU Baby

- Performed indepth market and gap analysis of hospital patient education needs in light of morbidity and mortality trends, Affordable Care Act mandates, and other ongoing changes in the regulatory landscape.
- Educated hospital sales team on regulatory and legislative changes impacting potential and current customers.
- Worked with customer service and utilization to develop digital and print customer marketing strategies.
- Oversaw creative direction on channel branding efforts and program production.
- Wrote corporate press releases and worked with COO to meet PR goals.
- Assessed health literacy level of existing content and developed new literacy goals and implementation methods.
- Negotiated and executed video production and licensing agreements with outside vendors.
- Developed relationships with hospitals and clinical KOLs to establish content feedback channels.

## SELECT BOOKS

*The Everything Health Guide to Diabetes* (Adams Media, in 2<sup>nd</sup> edition)

*The Everything Health Guide to Type 2 Diabetes* (Adams Media)

*The Everything Pregnancy Book* (Adams Media, in 4<sup>th</sup> edition)

*The Everything Pregnancy Organizer* (Adams Media, in 3<sup>rd</sup> edition)

*The Kid Turned Out Fine* (Adams Media)

*The Only Pregnancy Book You'll Ever Need* (Adams Media)

## SELECT AWARDS

2014 – Communicator Awards; Award of Excellence; “Welcome to the NICU.”

2006-2012 – 26 Telly Awards for *dLifeTV* (in executive producer and senior story editor roles).

2008 – Emmy Nomination; Multimedia Division; Public Service Category; *dLife.com*.

2008 – Freddie Award; Diabetes Category; *dLifeTV* series.

## MEMBERSHIP

American Medical Writers Association (AMWA)

Association of Health Care Journalists (SHCJ)

## PRO BONO WORK

“Diabetes in Real Life” patient education series for non-profit Dance Out Diabetes

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**2004-2012**

**dLife**

**Chief Content Officer**

Head of editorial staff, overseeing consumer-focused health and lifestyle content across digital, broadcast, print, and social media for dLife – the first multimedia platform for diabetes information and community connection.

- Developed all editorial and special feature content for launch of dLife.com. Responsible for ongoing editorial, community, and multimedia content development of all LifeMed Media digital properties.
- Supervised and mentored an internal staff and external freelance network to generate an average of 100 new pieces of digital content each month.
- Developed professional curriculum and digital and print resources for healthcare professional network.
- Built a portfolio of email newsletter products and managed their evolution and performance against metric goals.
- Worked with clinical stakeholders and KOLs to define and establish a dosed, cross-platform content program for disease management pilot programs and clinical trials.
- Developed key relationships with diabetes non-profits to share content and increase brand credibility.
- Worked with marketing to lead and execute a social media plan and meet monthly metric objectives.
- Managed an external production team to develop content for a weekly prime time health news magazine show, *dLifeTV* (formerly on CNBC). As Senior Story Editor, developed show content and concepts, and ensured editorial accuracy from pre- through post-production.

**1995-1998**

**Minntech Corporation**

**Corporate Writer**

Crafted messaging around sales, marketing, and clinical training, submissions for this mid-sized manufacturer of cardiosurgery and dialysis medical devices. Supported clinician training with case studies, white papers, and research projects. Managed corporate press release creation and distribution, as well as investor communications. Wrote scripts for corporate identity and training videos, and wrote and edited internal employee newsletter.



## EDUCATION

**MA, Writing and Publishing**

**DePaul University, Chicago**

School of Liberal Arts and Social Sciences

**BA, Broadcast Communications**

**Marquette University, Milwaukee**

College of Communications