

LISA MARINELLI SMITH

lisa@contentcures.com ~ 757.288.7800 ~ www.contentcures.com

Summary

Digital media strategist and accomplished healthcare writer with a proven track record in crafting compelling, meticulously researched and consumer friendly content. Expertise spans web, blogs, social media, magazines and other content channels. One of the first journalists nationwide to receive congressional media credentials to cover Capitol Hill for an online environment. Veteran wire service and newspaper reporter. Graduate and undergraduate degrees from the nation's top journalism school.

Health Care Content Experience

Digital Content Writer/Editor, Content Cures (owner), 2016 to present,

www.contentcures.com

Write engaging, timely, polished content for web, social media, blogs, patient stories, magazines, email campaigns and other marketing needs. Edit reports and presentations for clarity, AP style and engagement. Collaborated with health care clients, including Sentara Health (Norfolk), Optima Health (Norfolk), PolicyGuide (Pensacola), WriterGirl (Cincinnati) and Hatchmark Studio (Pensacola).

Digital Media Writer, Sentara Health, Norfolk, VA – 2007 to present

Coordinate with health care experts and marketing teams to develop high-quality, engaging content for one of Virginia's largest health care systems. Write and edit web, blog, patient story, employee spotlights and magazine content, among other marketing materials.

Writer, WriterGirl, May 2017 to 2020

Part of a coast-to-coast team delivering custom health care content. Created digital content for major healthcare organizations, including Children's Health (Dallas), AdventHealth (Orlando) and HCA Healthcare.

News Reporting/Writing Experience (1993-2005)

Versatile journalist with extensive experience covering breaking news, politics, news features and industries ranging from health and home to the military and courts. Positions included:

- The Associated Press (Honolulu and Milwaukee), reporter and news desk editor
- The San Diego Union-Tribune, staff writer
- Pensacola News Journal, staff writer
- LEGI-SLATE News Service (Washington, D.C.), congressional reporter
- The Clairon-Ledger (Jackson, Miss), correspondent

Education

Northwestern University — Master's degree in journalism, 1993

Graduated at top of class. 4.0/4.0. Specialized in courts and politics. Worked as a national correspondent in Washington, D.C., for The Capital Times, Madison, Wis.

Northwestern University — Bachelor's degree in journalism, 1992

Graduated in top 10 percent of class. Held several internships at daily newspapers and radio stations.