

Eliza Turrill

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Chicago, IL

[LinkedIn](#) / [Writing Portfolio](#)

Relevant Experience

Senior Communications Specialist, AMITA Health June 2018 - Present (Chicago, IL)

- Primary writer/editor for all internal communications, including associate and physician communications (With ~24,000 associates, ~7,000 physicians and 19 hospitals, AMITA is the largest healthcare network in IL)
- Collaborate with subject matter experts to write content for associate/physician newsletters, announcements, press releases, webinars, website copy, intranet copy, e-blasts, brochures, ads, videos, presentations and more
- Manage internal communications' editorial calendar/lineups, create communications plans and measure success
- Track metrics of all communications. Internal newsletters consistently maintain 25-40% readership and 8-11% click-through rate (industry standard is 22% readership and 2.4% click-through)
- Assist during video shoots, including scripting questions, interviewing and giving feedback on the rough cut
- Create, edit and send support communications for change management post-acquisition (including leader talking points, integration newsletter, HR communications and more)
- Assign stories to freelance writers and coordinate photography for events
- Partner and collaborate with multiple departments on system-wide campaigns
- Fact-check and proofread all copy in AP Style and ensure all content aligns with the voice and messaging of the brand strategy
- Build communication plans for systemwide initiatives, such as associate and physician engagement surveys and wellness programs

Staff Writer/Editor, Internal Communications and Marketing, Presence Health (acquired by AMITA Health) April 2017- June 2018 (Chicago, IL)

- Served as primary writer/editor for all internal communications (~18,000 associates and ~4,000 physicians)
- Collaborated with subject matter experts to write content for weekly associate and physician newsletters, announcements, press releases, webinars, website copy, intranet copy, e-blasts, brochures, ads, videos, presentations and more
- Led communications strategy for first-ever systemwide associate giving campaign, "It Starts With Us," which raised \$300,000, exceeding the fundraising goal by 36%. The money raised helped 36 associates in need the following year.
- Wrote scripts for weekly CEO videos, as well as marketing videos, and assisted during filming
- Collaborated with chief medical officers to build a physician newsletter, which did not previously exist, and saw an increase in physician engagement and above-average readership rates
- Created and edited support communications for change management (including leader talking points, an integration newsletter and all associate communications)
- Fact-checked and proofread all copy in AP Style and ensured all content aligns with the voice and messaging of the brand strategy
- Created and measured success of communication plans for systemwide initiatives, such as associate and physician engagement surveys and wellness programs

Data Operations QA Coordinator, GrubHub March 2016 - April 2017 (Chicago, IL)

- Performed quality and audit checks for Data Operations department (100 members), including proofreading and fact-checking team member's work and meeting monthly audit quotas (~3.5% sampling)
- Upheld GrubHub's strict style guide, understood and complied with all department policies across multiple roles and five teams
- Developed and implemented training to incoming employees, updated employee Wiki guide, evaluated new employee work and gave face-to-face feedback
- Worked with the Training & QA manager as well as the Process Improvement manager to identify department quality trends and provide continual performance coaching

Data Operations Associate, GrubHub December 2014 - March 2016 (Chicago, IL)

- Copyedited and proofread menus to a strict style guide

- Single-handedly ran two menu listing database queues: AllMenus/MenuPages, with 350,000 plus restaurants
- Managed a queue of client requests including restaurant updates, additions, removals and more
- Provided succinct email customer service and create canned responses, which are still in use today
- Developed training manuals, employee Wiki and process improvement initiatives

Honors and Awards

- “Advancement of Letters Award” for advancement of and excellence in the English and Writing Department at the University of Tampa (May 2014)
- “Most Improved Organization Award” for the rebranding of Neon literary magazine (May 2014)
- “William Stewart Award” for superior scholastic achievement in the English Department at the University of Tampa (May 2013)

Education

- University of Denver Publishing Institute (July - August 2014) Denver, CO
Graduate Level Publishing Certification
- University of Tampa (August 2010 - May 2014) Tampa, FL
Bachelor of Arts in English and Writing, Magna Cum Laude with Honors Program Distinction, top 10% of class