

# ELIZA TURRILL

Communications Professional – CHICAGO, IL

## CONTACT

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## EDUCATION

University of Denver Publishing  
Institute - 2014  
*Graduate-Level Publishing  
Certification*

University of Tampa – 2010 - 2014  
*Bachelor of Arts in English and  
Writing, Magna Cum Laude with  
Honors Program Distinction, top  
10% of class*

## HONORS & AWARDS

- Special Achievement Award from the Chief Clinical Officer at HCSC for creating, organizing and facilitating the 2020 Physicians' Forum
- Received many Stellar recognitions at HCSC for success of large-scale initiatives
- "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)

## SKILLS

WRITING • EDITING • AP STYLE •  
COMMUNICATIONS PLANS • METRICS  
TRACKING • MS OFFICE •  
COLLABORATING WITH LEADERS •  
LARGE-SCALE INITIATIVES & ROLLOUTS •  
PROJECT & DATA MANAGEMENT

## WORK EXPERIENCE

### **Communications Consultant III, HCSC (Blue Cross and Blue Shield of IL, MT, NM, OK & TX)**

March 2020 - Present

#### **Executive Communications (HCSC)**

- After being at the company less than a year, I was specifically chosen to support incoming Chief Strategy Officer and moved onto the executive comms. team, which also supports the CEO, Chief Administrative Officer and other executives
- Create a communications plan from the ground up for the company strategy
- Assist with development and communications rollout of business plan
- Find and draft content for weekly CEO messages and support communications for executive team
- Plan executive team meetings such as all-employee Town Halls, create slides and briefing books

#### **Health Care Management Communications (HCSC)**

- Within my first three months, at the request of our Chief Clinical Officer, I launched a very successful COVID-19 campaign, "Mind, Body, Spirit," aimed at improving the overall mental, physical and emotional health of employees. "Ask a Doctor" events, when employees could ask their questions of internal experts live, often hit full capacity, with over 90% of employees who attended agreeing the events were a valuable use of their time, and that the company was providing key resources and keeping them informed.
- Developed a "Mind, Body, Spirit" website, which holds employee resources, webinars, communications and other information helpful to them during COVID-19; the site was the third most-visited among the company's internal COVID sites.
- Provided communications support for CMO of Behavioral Health and VP of Clinical Operations, leveraged communications to help them achieve their goals and launch successful initiatives.
- Led a successful Yammer engagement campaign, which doubled our division's engagement, and became the standard for similar engagement campaigns within the company
- Collaborated regularly with SMEs to write content for newsletter stories, intranet copy, targeted emails and more
- Created and implemented communications plans for large-scale initiatives

### **Senior Communications Specialist, AMITA Health**

June 2018 – October 2019

- Primary writer/editor for all internal communications (associate and physician)
- Collaborate with SMEs to write content for internal newsletters, announcements, press releases, webinars, website copy, intranet copy, e-blasts, brochures, ads, videos, presentations and more
- Manage internal communications' editorial calendar, create communications plans and measure success

- Track metrics of all communications. Internal newsletters consistently maintained above-average readership and click-through rates for industry standard
- 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
- Fact-check and proofread all copy in AP Style and ensure all content aligns with the voice and messaging of the brand strategy

**Staff Writer/Editor, Internal Communications and Marketing, Presence Health (acquired by AMITA Health)**

April 2017 – June 2018

- Primary writer/editor for all internal communications
- Collaborated with SMEs to write content for weekly associate and physician newsletters, announcements, press releases, webinars, website copy, intranet copy, e-blasts, brochures, ads, videos and presentations
- Led communications strategy for first-ever systemwide associate giving campaign, "It Starts with Us," which exceeded 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 new physician newsletter, which led to 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

**GRUBHUB**

**Data Operations QA Coordinator**

March 2016 – April 2017

- Performed quality and audit checks for Data Operations department (100 members), including proofreading and fact-checking team member's work
- Upheld 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 style guide, evaluated new employee work and gave face-to-face feedback
- Worked with the Training & QA leadership as well as the Process Improvement leadership to identify department quality trends and provide continual performance coaching

**Data Operations Associate (GRUBHUB)**

December 2014 – March 2016

- Copyedited and proofread menus to a strict style guide
- Single-handedly ran two menu listing database queues 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