

ELIZA TURRILL

Communications Professional – CHICAGO, IL

CONTACT

EMAIL:
elizaturrill@gmail.com

PHONE:
203-444-5802

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

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, 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 • EMAIL
MARKETING • LARGE-SCALE INITIATIVES &
ROLLOUTS • PROJECT & DATA
MANAGEMENT • DIGITAL COMMS • HR
COMMS

WORK EXPERIENCE

Senior Digital Communications Consultant, HCSC (Blue Cross and Blue Shield of IL, MT, NM, OK & TX)

June 2021- Present

- Responsible for implementation and delivery of the digital communications strategy that supports the enterprise business plan
- Write engaging and powerful content for a variety of external channels including email, SMS, web, in-app messages and more
- Leverage data to gauge success of marketing campaigns
- Manage large-scale enterprise-wide marketing campaigns across our five states, and collaborate cross-functionally

Communications Consultant III, HCSC

March 2020 – June 2021

Executive and Health Care Management Communications (HCSC)

- After being at the company less than one year, I was specifically chosen to support incoming Chief Strategy Officer (CSO) and moved onto the executive comms. team, which also supports the CEO, CAO and others
- Create a communications plan from the ground up for the CSO
- Assist with development and rollout of business plan
- Find and draft content for weekly CEO messages
- Plan executive team meetings such as all-employee Town Halls, create PowerPoints and briefing books
- Within my first three months, at the request of our Chief Clinical Officer, I launched a successful COVID-19 campaign, "Mind, Body, Spirit," aimed at improving the mental, physical and emotional health of employees. "Ask a Doctor" events, when employees could ask questions of internal experts live, hit full capacity, with over 90% of employees citing the events as a valuable use of 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 during COVID-19; the site was the third most-visited among the company's COVID sites.
- Provided communications support for clinical leaders, 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, webinars, website copy, intranet copy, email, brochures, videos, presentations and more
- Create, edit and send support communications for change management post-acquisition (including leader talking points, integration newsletter, HR communications and more)
- Manage editorial calendar, create communications plans and measure success. 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
- 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 HR communications)
- Fact-checked and proofread all copy in AP Style and ensured all content aligns with the voice and messaging of the brand strategy

Data Operations QA Coordinator, GRUBHUB

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