

# EVE GLICKSMAN

Washington, DC/Baltimore MD area

[Website](#) [Online portfolio](#)

Contact: [evewrites2@gmail.com](mailto:evewrites2@gmail.com)

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**WRITER, EDITOR, PRINCIPAL, [e.g. communications](#).** 1986-2004; **Feb. 2018 – Present.**

Expertise in strategic communication, journalism, project management, digital publishing, advocacy, health care, media. Adept at balancing high standards with budgets and deadlines. Recent clients: Washington Post, American Heart Assn., American Nurses Assn., Reuters Events

- **Writing and Editing**
- **Editorial Management**
- **Ghostwriting-speeches, blogs, columns**
- **Strategic Communications**
- **Content Development**
- **Social Media & Online Community**

**ASSOCIATION OF AMERICAN MEDICAL COLLEGES**, Washington, DC **March 2013 – Jan. 2018**  
**Director and Managing Editor, [AAMCNews](#)**

Led content team in transitioning from monthly print publication to [new digital site](#). Oversaw publishing, worked closely with writers, content experts, digital strategists, creatives, analytics, production, social media. Trained writers, assigned stories, reviewed and edited all content. Elevated quality of writing, achieved e-newsletter open rate of 30%.

- *AAMCNews* won 2017 Gold EXCEL award for "Digital Magazine" from Association Media & Publishing; I won 2017 AAMC "Spirit Award" for work launching *AAMCNews*.
- 2013-15: Senior writer/editor for newsletters, annual reports, annual meetings, and government relations materials. Ghostwriting for executive columns and speeches.

**UNITEDHEALTH GROUP**, Princeton area, NJ **2006 – 2011**  
**Managing Editor & Special Projects Editor**

Supervised, mentored, and made assignments for 5 writers, copyeditor, and freelancers. Produced evidence-based health and wellness articles, e-newsletters and interactive tools for *myOptumHealth.com* and client portals.

- Upgraded content to drive SEO, web traffic, and reader engagement. Improvements led to new contracts with Target, Boeing, AARP, General Electric, WorldNOW syndicate.
- Developed content for new childhood obesity and senior health hubs.
- Consulted with executive team on strategic planning for home page, branding, content hubs, transition to CMS, and online communities.
- Trained staff to leverage Twitter. Honored with "Spot Award" for attracting 1,000+ Twitter followers to Aging Well hub in first year. Moderated, seeded online health communities.

**HOLY REDEEMER HEALTH SYSTEM**, Philadelphia area, PA **2004 – 2006**  
**Publications Manager, Marketing & Public Affairs**

Managed all publications and editorial projects for medical center, home care agencies, long-term care facilities, hospice, and residence for homeless women.

- Raised profile of institution through annual reports, consumer magazine, media outreach, ads, brochures, and newsletters.
- Contributed to market share increase through leadership of communication efforts to reposition health system.

**e.g. communications**, Philadelphia, PA

**1986 – 2004 (+2012)**

Launched a successful business, delivering a full range of editorial services to nonprofits, companies, and trade groups. In addition, published hundreds of features, op-eds, reviews, essays in newspapers, magazines, and national syndicates as a freelance journalist.

***Editor, Writer, Content Specialist***

Headed projects, managed publications, led workshops, developed strategic plans, supported media campaigns. Produced newsletters, annual reports, brochures, digital copy, magazines, white papers, direct mail, ads, ghostwriting, proposals, press kits, advertorials.

Included long-term contracts and freelance associations with:

- Thomas Jefferson University & Hospital, 1986-2004
- Merck & Co., 1996-2004
- Allegheny University Hospitals, 1994-96.
- MossRehab, 1986-1994
- The Institute of Pennsylvania Hospital, 1991-93

Other clients: American Psychological Assn., Children's Hospital of Philadelphia, Curtis Institute of Music, University of Pennsylvania, Aetna Inc., Atwater Kent Museum, Pennsylvania Bar Assn., Main Line Health, ARAMARK, Pennsylvania College of Podiatry, CIGNA

***Journalist***

- Won Simon Rockower Award - first place for magazine feature writing.
- Bylines in McCall's, Good Housekeeping, Los Angeles Times, Ladies' Home Journal, USAir Mag., Salon, Philadelphia Inquirer & Mag., N.Y. Times Syndicate, Newsday, Chicago Tribune, Town & Country, San Francisco Chronicle, Atlanta Constitution, Dallas Morning News, WHYH Newsworks, Chatelaine, America West Airline Mag., Minneapolis Star-Tribune, others.
- Presenter at Philadelphia Writers Organization, two annual conferences.
- Member: American Society of Journalists and Authors

**WHYY-FM** Philadelphia, PA

**1981 – 1985**

***Development Director***

Directed on-air membership drives and grant writing for National Public Radio station. Reported to and worked with station manager Bill Siemering, creator of *All Things Considered*. Secured first underwriter for national syndication of *Fresh Air*.

**EDUCATION**

- **Brown University**, Providence, RI MA, American Civilization
- **Pennsylvania State University**, University Park, PA BA, Broadcast Journalism