

TINA MORTIMER

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Hugo, MN 55038

651.336.9915

ABOUT ME

Content writer with two decades of experience crafting content that inspires, informs and prompts action. Skilled in creating compelling headlines, engaging body copy and persuasive calls to action. Proven ability to collaborate with clients and creative teams to deliver high-quality content that drives results.

EDUCATION

Master of Arts, Communications, Bethel University, Saint Paul, MN

Bachelor of Arts, Journalism, Sacred Heart University, Fairfield, CT

EXPERIENCE

FREELANCE WRITER

Self-employed | 2010 – Present

- Write and edit articles, blog posts and profile pieces for a wide variety of publications, including *Costco Connection*, *Leading Medicine* and *Minnesota Parent*, enhancing readership and audience retention
- Produce SEO-optimized digital content for complex organizations, including Texas Children's Hospital, Houston Methodist and Second Harvest Heartland, driving increased online engagement
- Develop and edit clear, engaging email communications with compelling calls to action that meet strategic communication goals

LEAD WRITER

UCare | 2020 – 2026

- Created sales kits, member newsletters, health outreach materials and direct mail for multiple product lines, increasing member retention and engagement
- Managed multiple projects simultaneously, ensuring timely completion and high-quality results that exceeded expectations

- Led content strategy and writing for UCare’s Health and Wellness website, doubling total clicks and increasing non-brand engagement in health-related searches
- Updated and maintained a comprehensive brand style guide that ensured consistent voice, tone, formatting and visual standards across all internal and external communications

SENIOR WRITER

Bluespire Marketing | 2014 – 2020

- Created original content for top-tier healthcare and financial clients, increasing customer trust and driving engagement
- Collaborated with account teams to refine clients’ messaging strategies, resulting in higher conversion rates and audience retention
- Served as lead writer for Houston Methodist, Cigna, Navy Federal Credit Union and other clients, ensuring regulatory compliance while delivering compelling narratives

COMMUNICATIONS MANAGER

City of Bloomington | 2008 – 2014

- Worked with city leaders to produce content for the city’s award-winning newsletters, including a monthly employee newsletter and a quarterly community newsletter
- Created timely, engaging and on-brand digital content for the city's website and social media accounts
- Produced and maintained multiples internal and external editorial calendars

SKILLS

- Rigorous and analytical researcher, fact checker and proofreader
- Expert knowledge of SEO best practices, with experience using generative AI platforms and AI-assisted writing tools
- Well-versed in the Associated Press Stylebook, The Chicago Manual of Style and AMA Manual of Style, with the ability to apply each appropriately based on audience, platform and industry standards
- Proficient in Adobe InCopy, Workfront, SharePoint, GovDelivery, Google Workspace, Microsoft Office Suite, and multiple content management systems, with the ability to quickly adapt to new platforms
- Proven ability to translate complex institutional messaging into clear, audience-centered content