

MELISSA NATALI

Professional Summary

I'm a mission-driven communications professional with over 20 years' experience, including 8 years leading healthcare marketing, communications, and eCommerce campaigns. I have a master's degree in technical writing and a passion for promoting access to health coverage.

Work History

Pearson Education - Digital Content Supervisor & Senior Copywriter Hoboken, NJ, 2017 - Current

- Leading content team through end-to-end revamp of higher ed web catalog content to streamlined eCommerce platform
- Write and manage high-profile web content and videos for top-selling health science, careers, and ed tech products

EmblemHealth (health insurer) - Product Governance Manager New York, NY, 2015 - 2017

- Streamlined enrollment of thousands of new plan members by leading back-end integration of sales and enrollment platforms
- Helped retain thousands of commercial plan members through bill-pay campaign, interactive newsletters, and award-winning plan brochure

EmblemHealth (health insurer) - Senior Health Care Reform Analyst New York, NY, 2013 - 2015

- Crafted successful go-to-market plan supporting launch of health plans to insurance exchange and enrollment of thousands of new members
- Led end-to-end creation of website and gaming app guiding eligible New Yorkers to apply for coverage in new retail market

EmblemHealth (health insurer) - Senior Communications Specialist New York, NY, 2008 - 2013

- Wrote and managed policy communications for network providers, including physician manual, treatment guidelines, and contracts
- Contributed to URAC accreditation and star ratings through preventive care communications to Medicare, Medicaid, and commercial members

Various nonprofits - Development Associate & Grant Writer New York, NY, 2002 - 2006

- Raised millions in foundation and government grants for Primary Care Development Corp., Big Brothers Big Sisters, and other nonprofits
- Consulted executive directors and board members on programmatic goals and supported the creation of fundraising strategies and budgets

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Skills

- Policy writing
- Health literacy
- Plain-language writing & editing
- Team management
- Project management
- Digital content strategy
- Content management
- Analytical problem-solving
- Accessible HTML coding

Education

Portland State University

Portland, OR

MS, Technical & Professional Writing

- Summa cum laude
- Chief Copy Editor, Daily Vanguard
- Book editor, Ooligan Press

Skidmore College

Saratoga Springs, NY

BA, Psychology & Women's Studies

- Cum laude
- Psi Chi, Honor Society in Psychology
- Chapter co-leader, Take Back the Night

Certification & Recognitions

- DMI Certified Digital Marketing Professional (March 2022)
- 2021 Marketing Excellence award
- 2022 key talent program participant