

Barbara Sisk, MJ
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Senior Writer/Editor

I bring highly creative and innovative editing/copywriting expertise and digital management skills to convey your organization's brand essence in the context of today's communication and social media climate. Master's level trained in Journalism/Strategic Communications my online portfolio demonstrates the diversity of my published work @ <https://www.barbarasisk.com/>.

AREAS OF EXPERTISE

Copy Writing/Editing
Content Management
Landing Pages
SEO

Blogging
Video Script Writing
CMS – TeamSite;
WordPress; Enterprise

AP Style
Proof HQ
Internal Communications

EDUCATION

University of North Texas
Master of Journalism – Strategic
Communications

Northern Illinois University
Bachelor of Arts in English

CERTIFICATIONS

Graduate Certificate – Digital Marketing Channels (2020) in progress
Graduate Certificate – Marketing in a Digital World (2017)
Graduate Certificate – Advanced Social Media

PROFESSIONAL EXPERIENCE

January 2017 to Present

Sisk Communications
Freelance Editorial Consultant

Provide editorial consulting/copywriting services to a diverse set of clients including health care, hospitality, government and nonprofit industries. Work with clients to update and optimize websites for greater SEO appeal and brand specific initiatives.

September 2016 – January 2017 (contract)

Enilon – Digital Agency
Editor

Edit and create new copy for Texas Health Resources websites for a rebranding initiative. Create new site documents that align with site maps and wire frames ensuring uniformity across the board. Updating copy and making edits as needed.

September 2015 – July 2016 (contract)

Baylor Scott & White Health
Digital Editor

Develop content and strategy for Baylor Scott & White's mobile custom HealthSource app (rebranded to MyBSWHealth). Ensure monthly content is fresh and aligned with overall web content strategy. Work in conjunction with the web development and marketing teams assisting

with text creation for newly developed pages, knowledge based articles for call centers, and marketing email blasts. Projects also include expanding the app's content library of Wellness, Symptoms and Conditions. Quality check all material in development phase utilizing test builds before publication.

July 2014 – September 2015

Accompany Partners

Video Script Writer

Created video scripts for corporate clients for internal communication purposes. Clients reflected a diverse set of industries including health care, telecommunications and hospitality.

January 2001 – Present

Editor, Copywriter and Web Content Writer

Provide multimedia communications expertise including Web content creation, copywriting, editing, blog content writing, internal communications, and video script writing across diverse industries including health care, hospitality, nonprofit and other for profit business sectors.

Clients include: Hilton Worldwide, Publicis Hawkeye, Children's Medical Center, Adventist Health System, MITRE, Christian Community Action (CCA), Star-Telegram, Dallas Morning News Neighborsgo, Frontier Communications, Sky Ranch, DFW Airport, Chile Pepper Magazine, Living Magazine, Today's Dallas Woman Magazine, Lantana Living Magazine, and Alliance Regional News (Star-Telegram Community News), City of San Antonio International Relations, Accompany Partners

Hilton Worldwide

- Created web copy for Hilton Worldwide global websites highlighting hotel spas, wedding venues, restaurants and local attractions differentiating brand messaging across Hilton's hotel portfolio to include brands like Waldorf Astoria, DoubleTree, Embassy Suites, Hampton Inn, Conrad, and Homewood Suites.
- Tailored copy to accommodate brand style and voice of customer for diverse segments of Hilton's portfolio. Managed and edited website copy and photos utilizing the TeamSite content management system (CMS).
- Collaborated with hotel e-commerce managers to align copy with hotel objectives, keywords and metadata in an effort to drive e-commerce traffic resulting in increased revenue.
- Ensured that brand messaging was supported through visual content such as website, photos and layout to reinforce brand.

Children's Medical Center

- Served as a project manager for internal communications, writing and editing all employee "Daily Briefings" from senior level executives pertaining to changes stemming from health care reform.
- Led internal blogging, messaging for town halls, employee communications and senior executive messaging on health care changes impacting employees and the hospital as a whole.
- Led and delivered all blog communications to ensure timely delivery of executive messaging to Children's Medical Center's internal population on administrative changes related to health care reform.

Accompany Partners

- Produced scripts for internal communication videos for clients in the health care, telecommunications and outdoor fitness industries.
- Developed script content and ideas that were aligned to client's communication objectives and goals, and directed to an internal employee population.
- Wrote and edited copy to reflect company brand, voice and style.

Publicis Hawkeye

- Edited website copy for Publicis Hawkeye agency clients tailored to brand identity, SEO key word criteria, voice and style.
- Ensured all copy revisions in the editorial process were error free and in accordance with AP style guidelines.
- Provided internal copywriters with recommendations to clarify and enhance copy.

Adventist Health System

- Created scripts for internal communications video pertaining to health care reform impacting Adventist Health System.
- Ensured copy articulated positive motivational messaging aligned with hospital objectives.

MITRE

- Provided consulting services and video script creation for federally funded program administered through MITRE pertaining to the nation's health care system.
- Conducted interviews and collaborated with client to develop content for training purposes targeted to MITRE's internal population.

Frontier Communications

- Created video communication scripts for internal audience on topics relating to cyber security and company growth.
- Consulted with subject matter experts to produce content that conveyed technical matter in a readable, informative and user-friendly manner.

Sky Ranch

- Produced extensive internal employee communications video scripts detailing all aspects and departments of Sky Ranch operations for internal educational purposes.
- Consulted with department leaders to ensure content was reflective of their respective areas.

DFW Airport

- Created copy and edited content for DFW Airport's internal communications intranet site from initial coverage of events to publication.
- Managed DFW employee wellness communications – produced monthly wellness newsletter.
- Developed communication plans that supported DFW Human Resources initiatives.
- Covered DFW administration and diversity events.
- Developed a social media plan for human resources and communications department.

Star-Telegram | Dallas Morning News | Neighborsgo | Alliance Regional News

- Covered stories of interest as a freelance reporter for the Star-Telegram and Dallas Morning News Neighborsgo in North Texas communities.
- Reported on numerous story topics that informed communities on changes and news of interest in their respective neighborhoods including economic development and school related topics and events.
- Managed tight deadlines by researching subjects, interviewing sources and taking photographs as needed.
- Covered town council and school board meetings in Argyle, Roanoke and Highland Village, Texas, for Alliance Regional News.

Chile Pepper Magazine | Living Magazine | Today's Dallas Woman Magazine | Lantana Living Magazine | Cross Timbers Gazette

- Produced feature stories for Today's Dallas Women Magazine featured monthly in the Dallas Morning News on topics ranging from women's health, home security, holiday decorating, local businesses and more.
- Wrote feature and cover stories for Living Magazine, Chile Pepper Magazine and Lantana Living Magazine.