

Toni Perling

Atlanta, GA | (818) 481-3536 | tperling@gmail.com | [LinkedIn](#) | [ToniPerling.com](#) | [Portfolio](#)

Profile

Experienced health communications writer, copywriter/editor, screenwriter and communications specialist for a variety of top-tier websites and organizations including the CDC Foundation, Discovery Channel, SEIU-UHW and others. Acclaimed in the art of storytelling in print and media for maximum emotional and persuasive impact. Proficient in MS/Google web suites, web/social analytics via Hootsuite and Google analytics and Canva-based design and photo editing.

Experience

COVID-19 CORPS COMMUNICATIONS OFFICER | CDC FOUNDATION | JULY 2020 - PRESENT

- Create health communications assets in support of the CDC Foundation's emergency coronavirus response, including internal and external reports, blogs, researched articles/stories, website content, one-pagers, videos and more.
- Exceeded organizational goals by more than 100%, producing 2x the assets required by federal grant agreement.
- Developed series of social-media posts, "Covid-19 Corps Salutes," spotlighting deserving healthcare workers in the field.
- Design PowerPoint presentations, infographics and related resources.
- Pitch, research, interview and write blog posts and articles ranging from 750-1500 words to appear on CDC Foundation website and disseminated via social media.
- Collaborate and interact with stakeholders at all levels, providing editorial expertise across departments.
- Support campaigns including mental-health initiative How Right Now (NORC) and surge-staffing efforts funded by TikTok.
- Directed informational video featuring Chief Medical Officer.
- Co-lead of Communications Collaborative, a Community of Practice featuring more than a dozen field communications specialists.
- Attended webinars on best communications practices by CDC Foundation, the Public Health Communications Collaborative, Center for Behavioral Health and Justice, National Public Health Information Coalition, the Knight Center and others.

FREELANCE COPYWRITER / WEB CONTENT PROVIDER | VARIOUS, JANUARY 2005 - JUNE 2020

- Created a variety of content for clients including Home Depot for Creative Drive Agency, Publishers Weekly, Oz Magazine, Dogster and others.

- Produced engaging, easy-to-read, factually-correct material ranging from essays, advertorials, social media and blog posts to video scripts, lists, how-tos, reported articles and features.
- Developed, designed and launched female-focused entertainment news & reviews blog, FemmeCritic.com, and pet lifestyle website, DoggieNames.com.
- Proven expertise in health/medical, film, television, books, live entertainment, celebrities, popular culture, pets and design.
- Expert researcher, speller and grammarian.

SENIOR COPYWRITER / LISTING EDITOR | GOLDSTAR.COM, APRIL 2010 – APRIL 2020

- Created engaging event descriptions and sales copy for more than 10 million users of live entertainment ticketing site, with copy also appearing on Groupon, Yelp, BandsinTown, Facebook and Eventbrite.
- Researched and authored editorial and email content on theater, concerts, sports, attractions and more, producing 1000s of searchable event listings via custom CMS.
- Reviewed, fact-checked and edited existing listings, updating information, rewriting for voice, improving keywords/SEO value, evaluating related images/media.
- Provided editorial and CMS guidance to a variety of team members, including account execs and junior writers.

COMMUNICATIONS SPECIALIST | VARIOUS, SEPTEMBER 2008 – SEPTEMBER 2009

- Coordinated press, publicity and public relations for United Healthcare Workers-West, representing more than 150,000 union members, the WGA Nonfiction Committee and Saving the Lives of Our Own, an organization dedicated to keeping the Motion Picture Television Fund nursing home open after a planned closure was announced in January of '09.
- Wrote and distributed press releases, flyers and other supporting materials.
- Secured major network and local coverage for rallies, strikes and other worker focused initiatives.

WRITER / STORY PRODUCER | VARIOUS, MARCH 2000 – PRESENT

- Wrote pilot of hit show "I Didn't Know I Was Pregnant" (Discovery Health) as well as more than 50 segments.
- Scriptwriter / producer for reality, design, competition, crime and medical mystery shows including "Betrayed" (iD), "Luxe Life" (Travel Channel), "Diagnosis X" (TLC), "Redesign" (HGTV) and more.
- Story editor / writer of network television comedy, drama and longform projects.

Education

NORTHWESTERN UNIVERSITY, Evanston, IL | BACHELOR OF SCIENCE IN COMMUNICATIONS, RADIO-TV-FILM

NU Club of LA -- Past Co-President | NU Club of Atlanta -- Board Member