

Elizabeth “Betsy” Friauf
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Objective

Writing, editing, proofreading or message creation for health care, research, organizations focused on wellbeing, higher education, public sector, nonprofit organizations or similar organizations.

Professional profile

Extensive writing and editing career working with subject-matter experts to produce articles, reports, informational graphics and public presentations, with emphasis on human health and well-being.

Award-winning results consistently delivered for a public university and government agencies. Continuous professional development and acquisition of new skills.

Experience

Senior Communications Specialist

University of North Texas Health Science Center, Fort Worth, Texas
2011-July 31, 2020

- **Collaborate with officials in multiple departments to write, fact-check and edit public-facing and employee communications content to achieve accuracy and prompt desired behavior**
 - Recent accomplishment: Identified error in draft of guidance to employees exposed to coronavirus that contradicted CDC guidelines and would have resulted in employees exposing more individuals. Collaborated with leadership in clinical operations and academic sections.
 - ❖ **Result:** Erroneous section of coronavirus guidance was withdrawn.
- **Interview subject-matter experts to determine relevant material**
 - Recent accomplishment: Worked with Development officials to edit out irrelevant and misleading language in messages promoting their services to junior researchers seeking grants from private sources
 - ❖ **Result:** 50 percent increase in Development consultations with junior researchers to determine eligibility for grants.
- **During COVID-19 response, collaborated on multi-departmental team tasked with writing, fact-checking and publishing guidance for employees**
 - ❖ **Result:** During four months, organized and posted 320 separate messages informing employees of the organization’s planning process, transition to remote work, return-to-office process, and access to resources supporting financial well-being and physical/mental health
- **Write and edit community education materials; simplify technical and research-based material for general audiences**
 - Recent accomplishment: Interviewed researchers and physical therapists in order to craft articles on their work diagnosing and providing therapy for children with autism spectrum disorder; facilitated professional photography
 - ❖ **Result:** Four-page article circulated to 188,000 current and potential donors to our organization.

- **Standard-bearer for telework initiative**
 - At request of Best Place to Work Committee, was interviewed about best practices I developed during telework pilot, including collaborating with IT Helpdesk to test hardware and software; establishing parameters and metrics with supervisor; and enlisting cooperation of household.
 - ❖ **Result:** Article published as a guide for employees embarking on remote work.

- **Initiated and executed innovative employee engagement program**
 - Collaborated with staff and leadership at all levels of 15 departments to create tours educating employees on how their work supports success of entire organization
 - Organized, wrote promotions for, and conducted tours for 200 employees, including bilingual and American Sign Language interpretation
 - ❖ **Results:**
 - Participants report 55 percent increase in their understanding of how their work furthers organization's mission and purpose
 - I presented a 45-minute "how-to" on the program for a national audience at the 2018 Conference on Strategic Internal Communications for Health Care.

Independent Editor, Writer, Researcher and Proofreader

2009-2011

- Clients included American Heart Association, Texas Christian University Psychology Department, UNT Health Science Center, *American College of Physicians Hospitalist*, *Dallas Morning News*, *Fort Worth Star-Telegram*, *360 West* magazine

Communications Specialist, then Deputy Chief Communications Officer

City of Fort Worth

2007-2009

- Edited publications including news releases, public-education pamphlets and newsletters
- Worked with subject-matter experts in all municipal departments to develop and maintain consistent messages in printed material, web content, marketing initiatives and community cable TV programming
- Served as media relations backup including live on-camera announcements
- Assisted in planning and executing emergency and crisis communications

Senior Copy Editor

Fort Worth (Texas) Star-Telegram

1992-2007

- Edited weekly health and well-being section
 - Created list of stories to be written
 - Assigned stories to writers, artists, photographers
 - Edited content for accuracy, grammar and spelling
- Served as copy chief for:
 - Weekly two-page book review section
 - Rollout and ongoing publication of redesigned, repurposed weekly 80-page entertainment section
 - Conceived and wrote weekly package of articles for readers' weight-management club. This

was a branding and health-education campaign that I conceived and coordinated as a partnership with a national nonprofit organization.

Leadership

- Committee service, University of North Texas Health Science Center:
 - Sustainability Committee
 - Founding Coordinator, University Community Garden
 - Coaching Improvement Program
 - Employee of month program
- Presenter to Office of Brand and Communication: “Pronoun Use for Gender Inclusivity”
- Interdepartmental coach
- Initiated departmental intern program and supervised six interns
- Presenter to City of Fort Worth employees, “The Write Stuff: Writing So People Understand”

Professional Development

- Presenter, Strategic Internal Communications for Health Care conference, 2018, on success of my employee engagement initiative
- Participant, Fifth Annual Strategic Internal Communications Conference, 2018. Presented key takeaways for UNT Health Science Center Office of Brand and Communication.
- Graduate, Poynter Institute seminar, “Leadership and Design for Copy Editors”

Professional Recognition

- Employee of month award, UNT Health Science Center (twice)
- First Place, Headline Writing, *Fort Worth Star-Telegram* annual contest
- “Great Catch” award, *Fort Worth Star-Telegram* Features copy editing (twice)
- Bronze Quill, International Association of Business Communicators-Fort Worth, 2009
- First Place, Internal Newsletter, Texas Association of Municipal Information Officers, 2008

Education: B.A., journalism, University of North Texas. Graduate work in Public Health, UNT Health Science Center.

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