

# PAULA FORD-MARTIN

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## EMPLOYMENT HISTORY:

10/04 - Present

### **dLife, a LifeMed Media Company**

*Westport, CT*

#### **Editor-in-Chief**

#### **Senior Story Editor and Executive Producer; dLifeTV**

Head of editorial staff, overseeing consumer-oriented health and lifestyle content across web, broadcast, and print media of dLife – the first multimedia platform for diabetes information and community connection.

- Developed all editorial and special feature content for launch of dLife.com consumer diabetes site. Responsible for ongoing editorial, community, and multimedia content development of site (1M unique monthly visitors in 1/09).
- Develop professional curriculum and patient resources for dLife's diabetes educator network, myDiabetesEducator.org.
- Oversee editorial development of *dLifeConnect*, a direct mail diabetes newsletter mailed to 2.5 million diabetes households.
- Responsible for editorial oversight and ongoing evolution of weekly and bi-weekly email newsletter products for consumer and professional members.
- As an Executive Producer and Senior Story Editor of the Telly-award-winning weekly series *dLifeTV* (CNBC), work with the production team to determine show content and concept, and ensure editorial accuracy from pre-through post-production.

2/98 - Present

### **Wordcrafts**

*Old Saybrook, CT*

#### **Freelance Writer and Editor**

*Minneapolis, MN*

Professional writing, research, and editing services specializing in medical-related communications. Past clients include About.com, Minntech Corporation, the Wisconsin State Bar Association, the Juvenile Diabetes Research Foundation, and the Gale Group (a division of Thomson Corporation). Projects include:

- Consumer health and parenting books in international distribution.
- Patient education materials, including medical reference texts, consumer guides, and informational brochures.
- Editor, content producer, and webmaster of About Diabetes, a consumer education health site at <http://diabetes.about.com>. (1/01-1/05)
- Marketing communications, including video and multimedia scripts, customer newsletters, product and service brochures, and advertising copy.
- Investor relations materials, including annual reports and news releases.
- Internal communications, including employee newsletters and handbooks.
- Medical device and software product documentation, including operator and service manuals and directions for use.

9/95 - 2/98

### **Minntech Corporation**

*Minneapolis, MN*

#### **Corporate Writer**

- Write and edit quarterly employee newsletter.
- Conceptualize, write, and edit marketing brochures, direct mail, customer newsletters, and advertising copy.
- Research, write, and edit quarterly and annual corporate reports.
- Write and coordinate media distribution of corporate news releases.
- Edit product directions for use, labels, and package inserts.
- Ghostwrite, research, and edit technical papers, white papers, case studies, and journal articles.
- Conceptualize and write scripts for corporate identity and training videos.

- 8/94 - 5/95 **DePaul University** *Chicago, IL*  
**Writing Center Consultant**  
 Tutored students throughout the University on study, writing, reading, and research skills.
- 6/94 - 8/94 **Evanston Hospital** *Evanston, IL*  
 7/93 - 1/94 **Administrative Asst. - Neuropsychology/Health Psychology**  
 Sole administrative support for two divisions of the Psychiatry Department. Responsible for overall office management and administration of editorial peer review process for *Journal of Neuropsychology*.
- 11/92 - 7/93 **Roosevelt University** *Arl. Hts., IL*  
**Albert A. Robin Campus**  
**Assistant to Director of External Relations**
  - Designed, wrote, and edited the Robin Campus newsletter and press releases.
  - Assisted in planning of fundraising, alumni, staff, and student functions.
  - Designed and published flyers, invitations, and direct mail mock-ups.
- 10/90 - 12/91 **WOKY AM 920** *Milwaukee, WI*  
**Morning Show Producer**
  - Produced and engineered a four-hour news/talk morning drive show.
  - Maintained daily contact with local government and public service entities.
  - Wrote on-air liners. Occasional news writing.
  - Responsible for studio production of feature segments and show promos.
  - Arranged and scheduled on-air interviews. Researched and prepared material for each show.
  - Corresponded with listeners via mail and phone.

**EDUCATION:**

- 1993 - 1995 **DE PAUL UNIVERSITY** *Chicago, IL*  
**M.A. - Writing**  
 Cumulative GPA of 3.95 on a 4.0 scale
- 1989 - 1990 **MARQUETTE UNIVERSITY** *Milwaukee, WI*  
**B.A. - Communications**  
 Dean's List
- 1987 - 1988 **UNIVERSITY OF ST. THOMAS** *Houston, TX*  
 Dean's List; Aquinas Honor Society

**PROFESSIONAL AFFILIATIONS:**

- 2004 – Present Professional Member of the American Diabetes Association
- 1995 - Present Member of American Medical Writers Association (AMWA)
- 2008 – Present Member of the Society of Health Care Journalists (SHCJ)

## **BOOK PUBLISHING CREDITS:**

### Primary author of:

*The Everything Birthing Book* (Adams Media, 2005)  
*The Everything Diabetes Book* (Adams Media, 2004)  
*The Everything Health Guide to Diabetes, 2<sup>nd</sup> ed* (Adams Media, 2009)  
*The Everything Health Guide to Migraines* (Adams Media, 2008)  
*The Everything Parenting Guide to Parenting an Overweight Child* (Adams Media, 2005)  
*The Everything Pregnancy Book, 2<sup>nd</sup> ed.* (Adams Media, 2003)  
*The Everything Pregnancy Book, 3<sup>rd</sup> ed.* (Adams Media, 2007)  
*The Everything Pregnancy Organizer* (Adams Media, 2006)  
*The Kid Turned Out Fine*; Editor (Adams Media, 2006)

### Contributor to:

*Drugs and Controlled Substances: Information for Students* (Gale Group, 2003)  
*Environmental Encyclopedia, Edition 3* (Gale Group, 2003)  
*Gale Encyclopedia of Alternative Medicine* (Gale Group, 2000)  
*Gale Encyclopedia of Children's Health* (Gale Group, 2005)  
*Gale Encyclopedia of Medicine, Editions 1 and 2* (Gale Group, 1999 & 2001)  
*Gale Encyclopedia of Psychology, Edition 2* (Gale Group, 2000)  
*Gale Encyclopedia of Surgery* (Gale Group, 2003)  
*Grzimek's Student Animal Life Resource* (UXL, 2004)  
*Psychologists and Their Theories for Students* (Gale Group, 2004)  
*World of Computer Science* (Gale Group, 2001)  
*World of Health* (copyediting only; Gale Group, 1999)

*References available upon request*