

# CARINA BELLES

carinabelles@gmail.com | Washington, D.C.

## EXPERIENCE

**NORSTELLA** | *Health care technology company that aims to reduce barriers to prescription drug access and spotlight opportunities for payer and provider uptake*

**WASHINGTON, D.C.**  
**2014-Present**

### **Data Reporter (2017 – Present)**

- Create captivating infographics and daily written content to maintain and further develop a strong network of external subscribers (i.e. health insurance companies, health systems, provider groups, pharmaceutical companies, trade organizations, etc.) seeking factual and impactful healthcare news and data analysis
- Utilize advanced excel skills to scrape and evaluate cumbersome reports to parse out most salient data points stakeholders may use to inform their business and legislative decision making
- Parse large datasets in SQL and create slide decks detailing drug and patient coverage variables. Employ journalism skills to identify market access and regulatory trends. Use Tableau, Power BI or Adobe InDesign to convey findings visually
- Develop and distribute free daily newsletter through HubSpot, reaching 10,000+ subscribers that range from physicians to large health insurance and pharmaceutical companies
- Create newsletter by reading dense healthcare articles, identifying most compelling points of data, and creating a succinct blurb that conveys article's relevancy. Efforts have increased click rate, provided an avenue for in-house advertisements, driven revenue to other products and resulted in more paid subscriptions
- Develop a steady stream of compelling editorial content, on-message and on-deadline, for a wide range of digital and social channels (Twitter and LinkedIn)
- Serve as subject matter expert in Medicaid and Medicare sectors and collaborate with team of writers to provide expertise
- Collaborate with staff writers to identify their articles' most impactful data points and create graphics in Adobe Creative Suite that increase the impact of their research and writing
- Assign, manage and edit freelancer submissions
- Implement thorough knowledge of AP style and copyediting when staff writers need assistance with articles

### **Editorial Researcher (2014 – 2017)**

- Utilized journalism and data research skills to contribute to one of the most well respected and accurate health coverage databases in the country, AIS's Directory of Health Plans. Goal of database was to painstakingly track the exact number of insured lives in the United States
- Called and interviewed health insurers to extract coverage numbers across various states and demographics. Vetted information through outside resources and research and looped back to health insurers when discrepancies in data were identified.
- Streamlined cumbersome process for acquiring Medicaid data from each of the 50 states (each state reports different data points in different ways). Outlined detailed process that entailed how to acquire congruent and up-to-date data from each state. Reporting methodology is still used by company today

**NBC UNIVERSAL | TODAY.COM**

**New York, NY**  
**2013-2014**

### **Editorial Intern, Contributing Writer**

- Wrote and edited 10+ articles per week. Pitched and wrote viral content
- Built articles and slideshows in Drupal, focusing on search engine optimization

**SPEAKEASY MAGAZINE** | *Independent student-run online magazine that focuses on Ohio University life and culture*

**Athens, OH**  
**2011-2014**

### **Managing Editor**

- Managed staff of 70+ student journalists and copy-edited stories daily
- Wrote columns, reviews and other feature articles

## ADDITIONAL INFORMATION

**Design:** Adobe InDesign, Adobe Photoshop, Adobe Illustrator, | **Content management systems:** Drupal, WordPress, Joomla, Sitecore | **Data visualization tools:** Tableau, Power BI | **Other:** HubSpot, AP Style, Advanced Excel, SQL, Basic R

## EDUCATION

**OHIO UNIVERSITY | E.W. SCRIPPS SCHOOL OF JOURNALISM**

**May 2014**

Bachelor of Science in Journalism. Summa Cum Laude

Summa Cum Laude