

# Toni Perling

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

## Summary

Experienced health communicator with expertise in interviewing, researching, reporting and writing a variety of assets for content development, stakeholder engagement and donor development. Recent master's in health communications with visual and digital concentration from Boston University. Skilled at interfacing with all levels of internal and external team members and collaborating closely with subject matter experts to achieve outstanding plain-language results.

## Experience

### **PHYSICIAN INSIGHT SPECIALIST | Medscape.com, Atlanta, GA | MAR 2026 – present**

- Recruit and conduct in-depth interviews with physicians across multiple specialties (2–3 per week) to surface clinical trends, workflow challenges, and emerging controversies, generating high-value qualitative marketing and content insights.
- Research, target and engage physicians from curated lists, managing outreach and scheduling through automated tools to ensure a consistent pipeline.
- Synthesize interview findings with platform usage insights to identify actionable recommendations for content and product development.
- Review and refine AI-generated transcripts; leverage AI tools to produce structured analyses and themed reports.
- Produce weekly executive-facing reports highlighting key trends, audience reaction, and content opportunities—requested by senior leadership to inform strategy.
- Manage post-interview operations, including honorarium coordination, ensuring a seamless participant experience.
- Build and maintain a centralized repository of interviews and insights to support cross-functional marketing and editorial teams.

### **Sr. HEALTH COMMUNICATIONS SPECIALIST | CDC Foundation, Atlanta, GA | NOV 2021 – MAY 2025**

- Directed internal and external digital health communications for more than a dozen of CDC Foundation's global and domestic public health programs.
- Lead medical literacy writer/editor on 10-12 simultaneous marketing campaigns including award-winning Live to the Beat (cardiovascular disease); AstraZeneca's National Hypertension Initiative; How Right Now (mental health); ORS (Overdose Response Strategy); Public Health AmeriCorps (workforce); Monitoring Tobacco Use (e-cigarette youth cessation) and others.
- Copyedited and cleared abstracts, presentations and other material for distribution to HCPs, patients, stakeholders, journals and conferences.
- Researched, wrote, designed and edited fact sheets, articles, newsletters, talking points, white papers, annual and other reports, press releases, blogs, toolkits, presentations, videos and other digital assets. Created and updated brand templates.
- Ideated and implemented social media strategy, improving metrics, achieving a 17% engagement rate on Facebook, surpassing the non-profit average of 0.7%.
- Expert at translating complex medical and technical information into effective messaging. Provided guidance for 100+ staff in plain language communication.
- Copyedited and cleared abstracts, presentations and other material for distribution to funding agencies, stakeholders, journals and conferences.

- Supervised communications staff and contractors, collaborating closely with medical experts to ensure accurate, high-quality content and successful project execution.
- Collaborated closely with media department to create powerful impact stories and assets, strategize distribution and target audience placement.
- Produced organization-wide daily media tracking reports.
- Proficient in Microsoft/Google Suite, SharePoint, Canva, ChatGPT, Smartsheet, CMS and other applications.
- Partnered with external organizations on campaign development and dissemination.
- Received promotion and performance bonus.

**COMMUNICATIONS OFFICER | CDC FOUNDATION, Atlanta, GA | AUG 2020 – OCT 2021**

- Developed and executed strategic communications plans and marketing content to increase awareness of the Foundation’s COVID-19 emergency response and other programmatic activities in close collaboration with CDC.
- Exceeded organizational goals by more than 150%, producing 3x the assets required by federal grant agreement.
- Pitched, researched, interviewed and authored blog posts and articles to appear on CDC Foundation website and disseminated via social media.
- Created series of social-media posts, “COVID-19 Corps Salutes,” spotlighting deserving healthcare workers in the field, scoring among the organization’s top posts.

**PUBLIC RELATIONS LEAD / COPYWRITER | Atlanta, GA and Los Angeles, CA | JAN 2000 – AUG 2020**

- Coordinated press, publicity and public relations for United Healthcare Workers-West, representing more than 150,000 union members.
- Produced a variety of video scripts and other written and digital content for clients including Home Depot for Publishers’ Weekly, Creative Drive Agency, Oz Magazine, Dogster and others.
- Wrote pilot of hit health-medical show "I Didn't Know I Was Pregnant" (Discovery Health) as well as more than 50 segments.
- Story editor / writer of network television comedy, drama and longform projects.

**Education**

**BOSTON UNIVERSITY, METROPOLITAN COLLEGE**, Boston, MA | MASTER OF SCIENCE IN HEALTH COMMUNICATIONS / Visual & Digital Concentration, May 2024

**NORTHWESTERN UNIVERSITY**, Evanston, IL | BACHELOR OF SCIENCE IN COMMUNICATIONS  
 NU Club of Atlanta -- Board Member | NU Club of Los Angeles -- Past Co-President

**Skills**

Writing, editing, researching, reporting, interviewing, media advising, social media, video creation, plain language, Microsoft/Google/Adobe suite, ChatGPT, Canva, Smartsheet, HubSpot, Capcut.

**Publications**

*Supporting the Public Health Workforce During a Response: Strategies for Building Capacity (co-author)*  
 NAACHO Preparedness Summit, April 2023

*Power of Public Health: Social Media Series Salutes Employee Impact*  
 National Conference on Health Communication, Marketing and Media, July 2023

*Engaging a Remote Workforce While Sharing Impact*

APHA Annual Meeting, October 2023