Ali Lehman (she/her)

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Content strategist, copywriter, and leader — fluent in all channels of marketing and advertising.
Champion of collaboration, clarity, and creative risk-taking.

EXPERIENCE

Senior Digital Content Strategist & UX Writer — UnitedHealthcare   2025 – Present

- Develop uhc.com Member Resources and Medicare Advantage content
- Collaborate with UX design team on A/B tests to optimize Medicare shopper experience
- Provide women's health and multicultural marketing consultation across the enterprise

Senior Copywriter — UnitedHealthcare   2022 – 2024

- Lead copywriting and creative direction for B2B and B2C marketing campaigns
- Manage initiative to incorporate AI tools into copy team workflow
- Create B2B thought leadership materials

Senior Copywriter, Contract — Wunderman Thompson   2021 – 2022

- Develop print and digital content for healthcare and insurance clients, including Fresenius, Blue Cross, Baycare, and Azura
- Specialize in performance marketing and SEO

Managing Editor and Culture Reporter — Mundane Magazine   2019 – 2022

Senior Copywriter, Freelance — White Oak Animal Hospital   2019 – 2022

Senior Copywriter, PR and Social Media Manager — PET | TAO   2016 – 2018
- Provide content direction for PET | TAO holistic pet products brand expansion
- Create press releases, social media strategy and blog content for pettao.com and its parent company Natchez Trace Veterinary Services

Copywriter, Freelance — Brafton, Croud   2015

Executive Assistant — Magnitude Capital   2013 – 2015

Executive Assistant — NYC Dept. of Education   2011 – 2013

Associate Editor — Brafton   2011
Copywriter — Brafton   2010 – 2011

EDUCATION
Emerson College — BA in Writing, Literature and Publishing

SKILLS
Microsoft Office suite, Adobe Acrobat and Workfront, Google suite, Figma, SEO