

**ISABELLA FURTH, Ph.D.**

8720 Donaker Street ♦ San Diego, CA 92129  
(858) 337-7347

[bella@bluefisheditorial.com](mailto:bella@bluefisheditorial.com) ♦ [www.bluefisheditorial.com](http://www.bluefisheditorial.com)



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12 years of editorial and writing experience, covering a wide range of subject areas.  
Skilled writer of grants, reports, articles, informational materials, and presentations.  
Seasoned facilitator of small and large group discussions.  
Hands-on experience with layout and design.  
Strong project management skills.  
Confident public speaker.

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**PROFESSIONAL EXPERIENCE**

**Bluefish Editorial Services**

San Diego, CA  
2014–

**Director**

- Provide substantive editing, copyediting and developmental editing services to a range of clients including non-profits, advocacy organizations, and individuals.
- Write grants, articles, and presentations.
- Design newsletters, fliers, and brochures.
- Edit *ChainGuard*: the San Diego County Bicycle Coalition newsletter.
  - Redesigned and updated newsletter layout, expanding it from 6 pages to 8.
  - For each issue: solicit articles, edit copy, write headlines, select photos, lay out issue.

**Viewpoint Learning**

San Diego, CA  
2001–2013

**Senior Associate (2006–2013)**

- Executive Editor responsible for all materials used in Viewpoint Learning dialogues:
  - Researched subject area, interviewed experts and advocates.
  - Translated technical information into clear and accessible language.
  - Identified and articulated multiple approaches to a challenging issue.
  - Drafted, edited, and revised materials through multiple editorial phases.
  - Integrated feedback from subject matter experts, process designers, key stakeholders, and non-expert readers.
  - Designed and laid out materials including workbooks, questionnaires, handouts, and information sheets.
- Facilitated dialogue sessions with leaders, stakeholders, and the general public in communities nationwide. (Groups ranged in size from 10–150+.)
- Analyzed qualitative and quantitative data from research dialogues.
- Created written reports and presentations on findings. Oversaw production of edited videos.
- Wrote project proposals, grant applications, articles, and op-eds.
- Presented findings at local, state, and national meetings and conferences.

**Associate (2002–2006)**

- Completely overhauled company's graphic identity, including changes to logo, presentation template, and design of dialogue materials and reports.
- Maintained Viewpoint Learning website and YouTube channel.

**Executive Assistant to the Chairman (2001–2002)**

- Drafted op-eds, articles and book chapters, and created presentations for Viewpoint Learning Chairman Dan Yankelovich.
- Provided administrative and editorial support.

### OTHER PROFESSIONAL EXPERIENCE

#### San Diego State University

##### Adjunct Professor of English (1998–1999)

- Designed and taught courses in literature and composition.

#### University of California, Irvine

##### Postdoctoral Fellow (1997–1998)

##### Lecturer/Teaching Assistant (1990–1997)

- UC Regents' Dissertation Fellowship 1996
- UCI Summer Dissertation Fellowship 1995
- English Department Outstanding Teaching Award 1992, 1994

#### Hubei University/Tongji Medical College

Wuhan, People's Republic of China

##### Lecturer (1988–1990)

- Designed and taught courses in English as a Foreign Language, literature, writing and conversation.
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### ARTICLES AND REPORTS

Authored more than 40 reports on Viewpoint Learning research. Subjects include health care, education reform, environmental sustainability, governance, state and federal budgets. Selected titles:

- *Citizen Dialogues on Sea Level Rise: Start with Impacts/End with Action* (2013). Prepared for the Union of Concerned Scientists.
- *The Future of Health Coverage and Health Insurance Exchanges in Mississippi* (2012). Prepared for the Mississippi Health Advocacy Program.
- *The Future of K-12 Education in Anchorage: Report on Community Conversations* (2012). Prepared for the Mayor's Education Summit (Anchorage, AK).
- *California's Community Clinics and Health Centers: Taking Initiative in a New Health Care Landscape* (2012). Prepared for the Blue Shield of California Foundation.
- *The First Five Years: Choice-Dialogues on Early Childhood in New Mexico* (2010). Prepared for the W. K. Kellogg Foundation.
- *Voices for Health Care: Engaging the Public to Advance Significant Health Care Reform* (2009). Prepared for the W. K. Kellogg Foundation.
- *Understanding Public Judgment on Science-Intensive Issues: San Diego Dialogues on Community Water Fluoridation* (2007). Prepared for the California Dental Health Foundation.

Selected Articles and Op-Eds:

- "Public Engagement in California: Escaping the Vicious Cycle." *National Civic Review*, Fall 2006. (with Dan Yankelovich)
  - "A Public United around Education Reform." *New American Media*, March 2006.
  - "The Role of Colleges in an Era of Mistrust." *The Chronicle Review*, September 2005. (with Dan Yankelovich)
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### EDUCATION

#### University of California, Irvine

Ph.D. American Literature

#### Yale University

B.A. English; minor in Chinese (summa cum laude)

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### OTHER

#### Computer skills

Adobe InDesign

#### Foreign languages

Conversational Chinese (Mandarin)  
Conversational French