

■ DESIRE

Desire to develop write multi-channel communications for clients to generate business and significantly add to revenue.



PROFILE - NEARLY 20 YEARS WRITING, EDITING AND PROJECT MANAGEMENT

- Marketing Communications professional proficient in brand development and launch
- Created extensive collateral, brand recognition and revenue-producing products for print and web for educational, training, medical device, pharmaceutical, managed care, insurance, and health markets
- Proven project manager, attention to detail and deadlines with both business and creative teams
- Mentoring-style entrepreneur who has experience with all levels of corporate, agency and nonprofit environments
- Successful writing for multi-channel marketing including SEO
- Award-winning graphic designer, published author and contributor to online national medical magazine, national digital media site

CAREER HIGHLIGHTS

Web

- Contributor of editorial articles to DOTmed.com online weekly since April 2008
- Edit, write and rewrite editorial and marketing style articles for B2B and B2C publications
- Used storytelling approach in content and product descriptions for websites
- Wrote and edited blog content
- Wrote, edited, designed and produced articles, newsletters, proposals, presentations
- Edited manuals for professional development training for technology and business professionals, educators and parents
- Wrote and edited style guides, and ebooks

Print

- Spearheaded corporate-wide \$100K promotional campaign for Prilosec® (Astra Zeneca):
Proofread and edited CME materials, prescribing information and consumer advertisements
Collaborated on educational content, slide decks and client letters
- Edited, wrote and developed proposals, newsletters, press releases, executive summaries, executive profiles, resumes, sales letters, manuals, product descriptions, audio scripts, job catalogs, pamphlets, feature articles, advertisements, queries, book contributions, and a prospectus for an IPO

CLIENTS

Clients include Fortune-rated companies, and nonprofit organizations; list furnished upon request

EDUCATION

M.A. Program, Instructional Design Course, Penn State University, Malvern, PA, 4.0
B.A., Journalism/Communications, Temple University, Philadelphia, PA, with honors
A.A., Business, Stephens College, Columbia, MO, with honors

ASSOCIATIONS

American Medical Writers Association, Delaware Valley Chapter, 2008
Society of Professional Journalists, 2009