

PROFILE

Transforming complex healthcare concepts into high-impact branding and relatable content. Known for challenging conventional approaches to deliver meaningful solutions and translating medical jargon into clear, accessible language. Quickly masters new healthcare topics, diving head-first into peer-reviewed journals and highly technical resources for authentic understanding. Builds long-term client relationships on trust, integrity, empathy and humor. Guided by deep experience with the challenges of healthcare marketing and commitment to inclusivity and authenticity. Infuses humanity into every project, making even the most serious topics approachable and engaging. Specializes in freelance and contract roles, consistently delivering high-quality work across the healthcare landscape, with particular experience in marketing for medical devices and technology, public health and managed care brands.

EXPERIENCE OVERVIEW

SENIOR COPYWRITER & CONTENT STRATEGIST | 1997 - present

Freelance

Design and implement content strategies tailored for healthcare brands, working with ad agencies, design firms, and internal marketing teams. Create impactful brand stories and strategic messaging that enhance patient, provider, and payor engagement. Develop digital and print content that drives action, elevates brands, supports marketing initiatives, and educates audiences. Partner with cross-functional teams—marketing, product development, and creative—to produce high-quality content that resonates in the healthcare sector. Provide expert branding and creative solutions, making a wide range of healthcare topics clear and relatable.

Notable Clients & Projects

Note: This is just a selection of impactful healthcare marketing projects and partnerships. I've done so much more, but let's keep it short and sweet.

Primary Healthcare Copywriting Resource | Schaefer Advertising Co. | 2022 - present

- » Elevated the Podimetrics brand strategy and created the breakthrough “We Choose Hope” tagline and manifesto. Created all content for a complete website relaunch, which was awarded Gold at the 41st Annual Healthcare Advertising Awards.
- » Collaborated with the Associate Creative Director to create a culturally relevant “free screening” campaign for Moncrief Cancer Institute. Drove 16K+ landing page visits and 8.8K clinical services provided in the first year. Achieved 95% of the 3-year goal in 8 months. Campaign won Silver at the 41st Annual Healthcare Advertising Awards.

Freelance Senior Copywriter | Creative Pickle & Lightfully Behavioral Health | 2022

- » Built a robust message framework for start-up behavioral health network — including vision and values, clinical purpose and principles, and a treatment model framework — as well as value proposition and key differentiators for prospective clients, referral partners and clinical employees
- » Created top-level content for website launch
- » Laid the brand and internal messaging foundation that helped Lightfully secure funding and drive successful acquisition of multiple residential treatment centers and other properties for rapid nationwide expansion

SKILLS

Copywriting
Branding
Content Strategy
Healthcare Communication
Audio/Video Scriptwriting
Healthcare Voiceover
Brand Storytelling
Strategic Messaging
Digital Content Creation
Print Content Development
SEO Best Practices
UX Writing
Marketing Collateral
Project Management
Cross-functional Collaboration
Audience Analysis
Brand Voice Development
Thought Leadership
Demand Generation Content

Freelance Senior Copywriter | Sherry Matthews Group/Texas Dept of Transportation | 2021

- » Directed the creative and content strategy for the 100+ page Safe Routes to School Handbook, a statewide initiative designed to support schools and families with pedestrian and bike safety efforts.
- » Created K-8 school activities aligned to Texas education standards, student and caregiver communications tools, and comprehensive planning guide for multiple community events.
- » Alongside a companion website, the handbook won the Award of Excellence from the 2022 National Association of Government Communicators Awards.

Freelance Senior Copywriter | Silvernest | 2019 - 2021

- » Partnered with the VP of Marketing on all branding, product messaging, and customer lifecycle marketing content for startup senior homesharing platform.
- » Helped drive 60% increase in memberships and 30% improvement in retention, supporting growth through Series A funding and eventual acquisition.

Freelance Senior Copywriter | Whole Foods Market | 2016 - 2017

- » Drove value proposition and brand messaging for new store concept (365 by Whole Foods Market), establishing a distinctive brand voice that seamlessly bridged with the parent brand.
- » Led brand translation across digital platforms including the website and blog, supporting an agile team throughout program launch.

Freelance Senior Copywriter | HC&B Healthcare Communications | 2009 - 2010

- » Crafted branding, creative campaigns, and digital content for Scott & White Health Plan, US Oncology, Texas Oncology and others.

HEALTHCARE CLIENT EXPERIENCE

The Menninger Clinic
Texas Oncology
Iantrek
American Society for Microbiology
Podimetrics
US Oncology
Texas Department of Health & Human Services
Galderma
Moncrief Cancer Institute
Sight Sciences, Inc.
Scott & White Health Plan
Accelerated Care Plus
Hanger, Inc.

ADVERTISING & MARKETING AGENCY CLIENTS

Sherry Matthews Group
Schaefer Advertising Co.
People Productions
WICK Marketing
Asterisk
Masonry
gotomedia / gotoresearch
HCB Healthcare
GSD&M
Proof Advertising
CreativePickle
Tocquigny Advertising & Marketing
VML/Y&R
Tracy-Locke/DDB Needham

EDUCATION, REAL ESTATE, INSURANCE, PUBLIC SECTOR CLIENT EXPERIENCE

Texas Department of Transportation
Texas Department of Health and Human Services
Scott & White Health Plan
Texas Mutual Insurance
American Campus Communities
Trendmaker Homes
Pardee Homes
Crown Communities
Qualico
Baylor University