

Brandon May

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Freelance Copywriter

- A highly motivated and skilled freelance copywriter with ambitions to contribute my writing skills toward online content, brochures, white papers, and marketing campaigns.
 - Writing professional with 5+ years' experience specialized in creating coherent, well-researched copy geared toward IT, healthcare, and an assortment of companies across the United States.
 - Motivated individual with high attention to detail, passion for research and communication, and dedication to provide high-quality blog writing for marketing agencies and their clients.
 - Experience working with AP Style, Chicago Manual of Style, and many other style guides in the creation of grammatically correct, engaging website copy.
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Skills

- Ability to meet tight deadlines
 - Knowledge of AMA Style
 - Understanding of current SEO tactics
 - Marketing copy for pharmaceutical companies
 - Content development for print and web
 - Ability to utilize research databases
 - Capable of analyzing and synthesizing pertinent medical literature into coherent documentation
 - Strong ability to match the voice and style of a company
 - Passion for research as a means for developing accurate copy
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Organizations

American Medical Writers Association, 2014

National Association of Sciences Writers, 2015

Professional Experience

Haley Marketing Group – B2B Marketing Agency

Staffing and Recruiting Marketing Writer · Blogger · (2012 - 2014)

- ⤴ Delivering high-quality, deadline-oriented B2B posts geared toward the company's staffing and recruiting client
 - ⤴ Composed engaging and informative blog posts for professionals (physicians, nurses, pharmacists, etc.) seeking employment and staffing agencies
 - ⤴ Freelance writer and blogger for healthcare staffing companies and job seekers
 - ⤴ Social media manager, creating promotional and technical materials for clients, including:
 - Brochures
 - Newsletters
 - White Papers
 - ⤴ Follows AP writing style for each and every composition
 - ⤴ Delivers content with a quick turnaround of 24-48 hours or less
 - ⤴ Occasional white paper assignments for healthcare clients
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LIVINGS LIFE SCIENCES, SAN DIEGO, CA – Full-service marketing company

Freelance Copywriter, 2015 - present

Creates technical copy and user documentation for the company's medical device and healthcare clients.

Selected Accomplishments:

- Writes and technical materials, such as user guides and HCP education materials, for the company's healthcare clients.
 - Takes technical information and translates into coherent, informative copy.
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TRIMBLE MARKETING, BOSTON, MA – *Full-service marketing company*

Freelance Technical/Marketing Writer, 2015 - present

Creates marketing and technical copy for the company's IT bot management software company.

Selected Accomplishments:

- Writes and edits marketing communication materials for the company's IT bot management software client, creating infographics, landing pages, email campaigns, and white paper content
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ENA MARKETING COMMUNICATIONS, SHREWSBURY, NJ – *Full-service medical communications and marketing agency*

Freelance Medical Writer, November 2015

Developed marketing copy for pharmaceutical client, delivering landing page content, email teasers, and web copy focused toward health care practitioners.

Selected Accomplishments:

- Utilized pharmaceutical client's documentation on its hepatitis B drug to form HCP-targeted landing page copy. This copy informed HCPs on hepatitis B perinatal transmission and needle-stick exposure as well as the new hepatitis B hyperimmune globulin (Nabi-HB®) therapy produced by the client.
 - Provided references to the informational copy in accordance to the *AMA Manual of Style*.
 - Created email teasers and landing page sign-up copy to encourage HCPs to sign up for the pharmaceutical company's hepatitis B drug guide and information packet.
 - Received praise from ENA Marketing Communications for the accomplished work.
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GLOBAL HEALING CENTER, HOUSTON, TX – *Nutraceutical company and nutrition information resource*

Writer and Junior Editor, March 2014 to January 2016

Worked in a team environment to edit, compose, and publish marketing materials (blog posts, newsletters, brochures, etc.) specifically for the nutrition audience. Utilized PubMed as the prime research resource for substantiating nutrition- and health-related information for the company's web collateral.

Selected Accomplishments:

- Served as junior editor for ghostwritten content, performing content editing for blog copy and utilizing PubMed as the prime source for referenced material.
 - Assisted in writing blog material, reporting on the latest research on nutrition and translating it for the general audience.
 - Wrote two technical documents for the company's internal resources. One was a retrospective cohort (*Liver Cleanse: A Retrospective Cohort on Self-Reported Efficacy and Tolerability*) and the other was a systematic review on turmeric (*Viable Bacteria of Colony-Forming Units (CFUs) in Dietary Supplements: A Safety White Paper Review*). Adhered to *AMA Manual of Style* to compose journal-ready documents.
 - Provided expert nutritional and medical know-how in an effort to contribute toward the elevation of the company's copy, ensuring scientifically sound content that represented FDA guidelines and objective viewpoints.
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MOVEMENT DISORDERS CENTER OF ARIZONA, SCOTTSDALE, AZ – *Medical center for patients with movement and neurological disorders*

Medical Writer, October 2015 to present

Acts as the center's medical writing contractor, creating literature reviews that are centered on the latest drugs and medical interventions used to treat movement disorders.

Selected Accomplishments:

- Currently in the process of creating a comprehensive literature review (with tables) focused on Xeomin® (incobotulinumtoxinA), a purified form of botulinum toxin used to treat cervical dystonia.
 - Works in conjunction with the head physician of the center to produce literature reviews based on the center's style and rules. Utilizes full-text articles on cervical dystonia and incobotulinumtoxinA to compare and contrast existing literature and develop a comprehensive, balanced document.
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IMPLANTS AND GUMCARE CENTER, CARROLLTON, TX – *Periodontitis center and dental practice*

Medical Blog Writer and Editor, *October 2013 to February 2015*

Secured a freelance position with this periodontal company as its head medical blog editor and writer, composing marketing copy (blogs, press releases, brochures, etc.) and informed consent forms.

Selected Accomplishments:

- Composed blog copy centered on gum disease, reporting on established and latest research regarding periodontitis prevention and treatment.
 - Assisted in the production of the company's informed consent form for patients.
 - Wrote copy for the company's printed brochures for marketing purposes.
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THE HEALTHY ADVOCATE, SPRING, TX – *Online nutrition resource*

Nutrition and Health Writer, *January 2010 to present*

Founder and head editor/writer, creating well-written, highly informative nutrition articles supported by the latest nutrition research.

Selected Accomplishments:

- Writes nutrition-related articles with supportive, peer-reviewed evidence to inform the general audience about the effects of food on health.
 - Cites professional journal articles and research studies in posts, delivering clear, concise, and accurate information to the online audience.
 - Transforms medical, technical, and scientific research/terminology/journals into relatable, coherent information that can be easily accessed by the general audience.
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McClure Virtual Business Solutions, LLC – *B2B Marketing Agency*

IT Marketing Writer · Freelance/Contract · *(February 2014 – 2015)*

- △ Freelance marketing writer responsible for creating engaging blog content for business professionals, IT products, security companies, and computer-related industries
 - △ Creates 400-word pages in a turnaround time of 24-48 hours or less
 - △ Utilizes SEO-keyword research to create optimized content that is web-ready
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Scalable Social Media · Content Marketing Agency

Blog Writer – Content Creator – Social Media www.scalablesocialmedia.com(2012-2014)

- ⤴ Blog content creator for client business websites – 400 to 600 words
 - ⤴ Combines SEO knowledge with free-flowing speech to engage both audiences and search engines
 - ⤴ Answers to Senior Editor before, during, and after each project
 - ⤴ Utilizes the advice of the Senior Director and Editor to create professional and engaging content
 - ⤴ Uses AP formatting for each post
 - ⤴ Compose Twitter tweets and Facebook content centered around blog posts and client's needs
 - ⤴ Delivers blog posts and tweets in a timely manner every week on a strict deadline
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Technology

Software: MS Office (Word, Access, Excel, PowerPoint), Photoshop, Redbooth, Adobe Acrobat

Education

AMWA, The Diary of a Drug: Writing and Updating the Investigator's Brochure (January 21, 2016 - *Expected*)

UNIVERSITY OF THE SCIENCES

Master of Science, December 2017 (*Expected*)

- Major: Biomedical Writing (Regulatory Focus)

UNIVERSITY OF HOUSTON

Bachelor of Science, December 2015

- Major: Nutrition and Dietetics
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Portfolio Available upon Request
