

donna shryer

copywriter

editor

author

A foundation in deep research and a talent for unique perspectives gives me an amazing range of experience in both print and digital writing. Although I pride myself on being a multifaceted wordsmith, my special knack is translating complex medical, health, and wellness topics into relatable and engaging promotional copy, feature articles, blogs, marketing collateral, and medical conference coverage. For a snapshot of my portfolio, visit donnashryer.com.

- **Work Experience**

- 2021-2023, senior copywriter, Boundless Life Sciences Group
- 1997-2022, freelance copywriter, editor, author
- 1988-1994, Hartmarx Corporation, lead copywriter/advertising, direct mail

- **A Few Career Highlights**

- **Rare Disease Campaign (Boundless Life Sciences Group—2021-2023)**

Collaborated with creative and account teams as the senior writer to create both print and digital unbranded marketing communications for a rare and previously untreatable disease. Paved the way for a branded campaign spotlighting the first FDA-approved drug for this condition.

- **Pharma Brand Digital Content (Boundless Life Sciences Group—2021-2023)**

Championed brand identity, crafting digital content, including websites, visual aids, videos, emails, and banner ads. Responsibilities began with conceptual development and continued through fact-finding and reference annotating as part of fact-check process to ensure submissions met FDA requirements.

- **Pharma Brand Messaging (Boundless Life Sciences Group—2021-2023)**

Developed and consolidated brand message decks for new pharma clientele. Drafted key statements, reasons to believe, and annotations. Confirmed, client-approved key statements supported consistent and coordinated campaign messaging.

- **SARS-CoV-2 Testing Device Project (Purohit Navigation, Inc.—2020-2021)**

Collaborated with creative and account teams to write web content, social media, and banner ads for the re-launch of a trusted medical device detecting SARS-CoV-2 antigens.

- **Primary Immunodeficiency Support Program (Purohit Navigation, Inc.—2020-2021)**

Spearheaded copy direction and wrote final messaging for a brochure enlightening primary immunodeficiency patients on treatment resources, sustainability practices, and innovative methods to convert infusion supplies into energy.

- **Medical Conference Coverage (ehs—2014-2021)**

Collaborated with Drugs.com (professional edition) to deliver comprehensive conference insights. Attended sessions and authored medical updates, summarized posters, and highlighted medical breakthroughs. Directed and curated onsite interviews with industry-leading experts. Featured conferences: Actrims-Ectrims, AAAAI, AAN, ACCP, and AADE.

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- [Health & Wellness Blogging \(ehs—2019-2022\)](#)

Contributed to Awareness Monthly websites, generating content on critical health topics. Covered areas such as meningitis, hidradenitis suppurativa, influenza, and holistic wellness.

- [Innovative Health & Wellness Blogging \(ehs—2019-2022\)](#)

Conducted in-depth research to craft articles on emerging and underrepresented health topics, including art museum prescriptions for mental health, AI's expanding role in healthcare, and the rise of telehealth trends.

- [Quest Magazine Contributor, Muscular Dystrophy Association \(GLC—2014-2021\)](#)

Authored articles spanning patient profiles to cutting-edge therapeutic advancements.

- [Medical Journalism for Inova Magazine \(GLC—2014-2021\)](#)

Conducted interviews with renowned global physicians to author articles for print and digital platforms, spotlighting innovations like robotic surgery and translational medicine.

- [APEX Award Recipient](#)

Honored for excellence in Health & Medical Writing for *Momentum*, the National MS Society Magazine.

- [Noteworthy Skill Sets](#)

- Collaborated with SEO and UX teams to devise and execute content strategies, optimizing online visibility.
- Proficient in digital media creation, encompassing email marketing and impactful banner ad design.
- Highly skilled in Microsoft Word and PowerPoint for Mac; conversant with InDesign and Excel functionalities.
- Recognized for fostering cross-functional teamwork, consistently emphasizing trust, respect, and transparent communication in professional settings.