

donna shryer

copywriter

editor

author

With a foundation in deep research, an insatiable curiosity about the world around me, and the ability to empathize with my readers, I uncover human stories behind the facts. That magic point of discovery jumpstarts my creative ingenuity. The result is engaging copy that solves riddles, builds trust, and drives action. It's a process that works across all channels, whether I'm writing copy for print or digital, video or banner ads, feature articles or social media, long or short form copy.

- Career Highlights

- ▶ [Clinical Daily News \(McKnight's Long-Term Care News—2023-Present\)](#)

Fast. Factual. Engaging. Research and distill dense clinical studies into clear, engaging daily summaries for leaders in institutional long-term care, with a focus on higher-needs skilled nursing. Curate 10 to 12 promising studies daily, write three unique, reader-friendly stories selected by the editor, and prepare content for online publication and daily subscriber emails. Stories link directly to original research.

- ▶ [Rare Disease Campaign \(Boundless Life Sciences Group—2021-2024\)](#)

Collaborated across creative and account teams as senior writer to create an unbranded educational campaign for a rare, previously untreatable disease. Developed content and led client meetings to ensure alignment with brand strategy. The campaign built physician awareness of the disease and prepared the ground to launch the first FDA-approved drug for this condition.

- ▶ [Voice Identity \(Boundless Life Sciences Group—2021-2024\)](#)

Worked with cross-functional teams to show how a new dosage for an established anxiety drug addressed patient pain points. Researched and located scientific data to support the creative concept, then wrote re-branded messaging content for websites, email campaigns, and banner ads. Data references ensured all submissions met regulatory requirements.

- ▶ [Medical Conference Coverage \(eHealthcare Solutions—2014-2021\)](#)

Collaborated with Drugs.com professional edition to deliver original conference insights and reporting. Attended sessions and posted topical updates, summarized posters, and highlighted breakthroughs. Directed and curated onsite interviews with industry-leading experts. Featured conferences: Actrimis-Ectrimis, AAAAI, AAN, ACCP, and AADE.

- ▶ [AI Leverage \(sectionschool.com—2024-Present\)](#)

To stay current in the copywriter's changing role, I'm building proficiency in AI-powered tools. These tools help me break dense clinical studies into clear, accurate insights, enabling me to craft headlines and content that connect with readers while staying rooted in proven facts. Currently enrolled in AI for Marketing courses to deepen this skill.

- ▶ [Oncology Patient Caregiver \(2023-2024\)](#)

When my sister was diagnosed with acute myeloid leukemia (AML), I became her caretaker throughout the treatment journey, which included chemotherapy for remission, stem cell transplant to stay in remission, and extended months in quarantine. Living inside that bubble, I learned how the immune system works, how it can fail, and the possibility of rebuilding it. The experience deepened my empathy for patient pain points and physician's drive to heal—regardless of the disease.

For more experiences, see page 2.

- Health & Wellness Blogs (eHealthcare Solutions—2019-2022)
 - ◊ Contributed bi-monthly to awarenessmonthly.com, researching critical and emerging health topics to write original content. Areas covered included meningitis, hidradenitis suppurativa, influenza, supplements, and holistic wellness.
 - ◊ Conducted in-depth research and interviewed KOLs to write brief, entertaining articles on emerging and underrepresented health topics, including art museum prescriptions for mental health, AI's expanding role in healthcare, and a unique med ed conference focused on the science of cannabinoids and cannabis products.
- Medical Association/Society Magazine Feature Writing (GLC—2014-2021)
 - ◊ *Quest Magazine*, Muscular Dystrophy Association: Authored feature articles spanning enlightening patient profiles to cutting-edge therapeutic advancements in MD treatment.
 - ◊ *Momentum Magazine*, National Multiple Sclerosis Society: Covered emerging treatments and complementary and alternative medicine for MS symptom relief and management.
 - ◊ *Inova Magazine*: Interviewed internationally renowned physicians to write print and digital articles, spotlighting medical innovations such as life-saving advancements in robotic surgery, breakthroughs in translational medicine, and hospital community steps to heal planet earth's troubled environment.
- Noteworthy Skills
 - Skilled at reviewing and translating complex clinical research into reader-friendly content, with a focus on accuracy and annotation.
 - Proficient in copy-centric technical and platform tools: WordPress, Oracle Eloqua, Microsoft Office Suite, Google Docs; working knowledge of HTML formatting and Adobe Creative Cloud.
 - Experienced in concept collaboration, content creation, editing, and preparing copy for print, digital, and automated marketing campaigns.
 - Foster cross-functional teamwork, emphasizing trust, respect, and clear, open communication across departments.
 - Always ready with a kind word.