

# 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 comprehensive 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

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

- Collaborated with creative and account teams as senior writer to create an unbranded marketing campaign for a rare and previously untreatable disease. Concept and content development included weekly client presentations to ensure that all communications delivered on brand strategy, objectives, and voice. Designed to engage health care professionals, I wrote this educational campaign to increase disease awareness, open discussions, and pave the way for a branded campaign launching the first FDA-approved drug for this condition.

- Voice Identity (Boundless Life Sciences Group—2021-2023)

- Tight cross-functional teamwork identified how a new dosage for an established anxiety drug addressed a patient-centered pain point and provided a potential solution. My challenge was locating scientific data to support our creative concept, and after finding the ideal study, I served as senior copywriter for the drug's re-branded messaging across websites, email campaigns, and banner ads. Study data gave me clear references to annotate and ensure that every submission met regulatory process 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: Actrim-Ectrim, AAAAI, AAN, ACCP, and AADE.

- AI Leverage (sectionschool.com—2024-present)

- The copywriter model of the future requires an agile proficiency in AI-powered tools that assist in translating scientific data into engaging content and strengthening the critical relationships between brand messaging guidelines and the wider healthcare ecosystem. To master these skills and stay at the forefront of content creation, I am currently enrolled in a series of AI for Marketing courses.

- Oncology Patient Caregiver (2023-2024)

- When my sister was diagnosed with acute myeloid leukemia (AML), I assumed the role of caretaker throughout her treatment journey, which included chemotherapy for remission, stem cell transplant to stay in remission, and seemingly endless months in quarantine. Living inside the bubble, I learned about the immune system's job, how a patient's immune cells may become defective or dysfunctional, and the possibility of reconstructing or resetting the immune system. The experience heightened my empathy for and insight into the patient's 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 hopeful and enlightening patient profiles to cutting-edge therapeutic advancements in MD treatment.
  - *Momentum Magazine, National Multiple Sclerosis Society*  
Award winning articles covering emerging treatments and complementary and alternative medicine (CAM) for symptom relief.
- *Inova Magazine* (GLC—2014-2021)  
Conducted interviews with internationally renowned physicians to author articles for print and digital platforms, 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
  - Recognized for fostering cross-functional teamwork, consistently emphasizing trust, respect, and transparent communication in professional settings.
  - NOW is always the right time for a kind word.