

ALISON DALTON

alisondaltonwriter@gmail.com | www.alisondalton.com | linkedin.com/in/alisondalton | NY, NY 10025
C: 917.239.7113

SCIENCE AND MEDICAL WRITER/EDITOR

Extensive experience across a wide range of therapeutic areas, including *neurology, oncology, immunology, cardiology, nephrology, and infectious disease*. Skilled in developing digital and print content for promotional and educational applications. Specialized in making technical material clear, comprehensible, and compelling to both professional and consumer audiences. Expertise in:

- web content
- press releases
- newsletters
- social media
- blogs
- email
- books, eBooks, iBooks
- mobile apps
- magazine articles
- brochures
- direct mail
- infographics

PROFESSIONAL EXPERIENCE

FAIR Health

Present

SENIOR WRITER (May 2018-Present)

Create and edit consumer- and professional-facing content for traditional and digital platforms

- Educational and informational articles and on medical claims, insurance, and treatment
- Articles and press releases on topics related to the healthcare sector
- White papers, infographics, posters, customer and stakeholder newsletters
- Customer proposals, speaking proposals, and RFP responses
- Consumer-facing insurance and medical claims information
- Customer-oriented marketing materials and PowerPoint presentations
- Seminar and webinar presentations focused on healthcare industry and product information

Medscape/WebMD

2015-Nov 2017

SENIOR EDITOR/CLINICAL WRITER (2016-Nov 2017)

Primary moderator for Consult, an online crowdsourcing platform for physicians

- Created and published marketing-oriented newsletters and email pushes
- Edited physician posts for clarity and accuracy; added links to relevant references
- Contributed to 25% growth in unique users (UUs) year over year, far exceeding 10% goal
- Helped to achieve over 40% growth in app use
- Contributed to near doubling of physician posts year over year

EDITOR AND WRITER for Medscape Reference (2015-2016)

- Updated and referenced Medscape Cardiology and Radiology articles
- Wrote popular online medical quizzes
- Rewrote Medscape Oncology articles for use on mobile devices

Freelance

2014-2015

MEDICAL WRITER/EDITOR

- Created project proposals and magazine articles for the Mount Sinai Health System Office of Development
- Wrote press releases for the NYU Langone Office of Media Relations and Public Affairs
- Developed marketing materials (brochures, newsletters, emails) and blog posts for private stem cell bank and sustainable chemicals company

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The Visual MD (thevisualmd.com)/Anatomical Travelogue

2006-2014

SENIOR WRITER/EDITOR

- Created written content for 25+ SEO-optimized “Health Center” mini-websites, each including both condensed and long-form text as well as interactive content. Topic areas included oncology, endocrinology, orthopedics, immunology, neurology, cardiology, nephrology, and pulmonology
- Wrote and edited content for \$3M medical communications campaign detailing over 70 medical tests (the Biomarker Library). Client: Quest Diagnostics
- Created text for iBook *Conception to Birth* (2012) in close collaboration with anatomical illustrators
- Developed written content for bestselling mobile app describing the 40 weeks of pregnancy
- Created text for online interactive brochure on type 2 diabetes. Client: AdVaMed
- Wrote video scripts on type 2 diabetes and glucose management

(The Visual MD, continued)

- Created and edited text for \$1.5M online nutrition program, including an interactive library defining 70 nutrients. Client: Frito-Lay
- Developed marketing materials including press releases, newsletters, and social media blasts

SCIENCE RESEARCHER/EDITOR, Jonathan Grupper Productions for The Science Channel

2005-2006

- Interviewed scientists and physicians to discover dramatic, relevant content for popular Science Channel documentary special *Exploring Time*, coproduced with the National Science Foundation
- Independently researched stories in neurology, cardiology, cardiovascular disease, psychology, and physics; selected the most compelling for presentation and production
- Advised writer and producers on medical and science issues

MEDICAL WRITER AND EDITOR, Euro RSCG Life Chelsea

2002-2005

Medical writer (2003-2005)

- Wrote educational and promotional pieces targeting physicians, sales reps, and consumers
- Partnered with art directors to create innovative concepts for sales and marketing campaigns
- Therapeutic areas: Oncology, infectious diseases, neurology, ophthalmology

Medical editor (2002-2003)

- Rewrote copy for clarity and grammatical accuracy, fact-checked claims, referenced materials for submission to client regulatory department

MEDICAL COPY EDITOR, Lyons Lavey Nickel Swift

1999-2002

- Edited and rewrote promotional and educational material, fact-checked claims, edited for grammar and style
- Therapeutic areas: Neurology, cardiology, infectious disease

MEDICAL COPY EDITOR, Elsevier Science Inc.

1998-1999

Edited peer-reviewed medical journals, *Nutrition* and *The Journal of Heart and Lung Transplantation*

EDUCATION

Columbia University Graduate School of Architecture, Planning and Preservation:
MS Historic Preservation. Major: Conservation Science (1985-1987)

Columbia University School of Continuing Education: Courses in chemistry, biology, and geology (1985)

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Callison College, University of the Pacific: BA International Relations

TECHNICAL PROFICIENCY

Skilled in use of Microsoft Word, Excel, Jira, Braze (mobile marketing tool), Telligent (website administration platform), MEDS (proprietary content management system), Google Analytics

PROFESSIONAL AFFILIATIONS

American Medical Writers Association (AMWA)