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# AMY LILLARD

WRITING, EDITING, COMMUNICATIONS |  
WWW.AMYLEELILLARD.COM/PROFESSIONALWRITING

## SUMMARY

Senior writer with 18 years specialized experience in writing, editing and publishing.

## SKILLS

- Writing and editing articles, advertising copy, reports, white papers, and more
- Research, including interviewing subject matter experts
- Turning complex subject matter into targeted messaging
- Collaborating with art directors/designers, creative/editorial directors, marketing
- Identifying audience needs and adapting writing styles to reader

## EXPERIENCE

### SENIOR COMMUNICATIONS SPECIALIST • AON • 2012-PRESENT

- Communications lead and editorial strategist for Aon Intranet (Aon Avenue), reaching 50,000 global colleagues
- Writer and editor for technology learning materials, change management plans, thought leadership, news, reports

### SENIOR COPYWRITER • ABELSON-TAYLOR • 2011-2012

Copywriter for iPad applications, video, and print advertising, for patients and healthcare professionals. Primary clients: Abbott, Vertex

### SENIOR COPYWRITER • HAMILTON COMMUNICATIONS • 2009-2011

Copywriter for print, video, and digital advertising and content marketing, for patients and healthcare professionals. Primary client: Baxter Pharmaceuticals.

### FREELANCE WRITER • 2005-2009; 2011-PRESENT (BY ASSIGNMENT)

- Copywriter for healthcare organizations, marketing agencies, technology firms, businesses.
- Writer and editor for content marketing; thought leadership; advertising.
- Journalist for trade magazines (medicine, technology, industry)

### MARKETING AND REGULATORY WRITER • NORTHWESTERN UNIVERSITY FEINBERG COLLEGE OF MEDICINE • 2001-2005

Patient recruitment; internal marketing materials; clinical trial management and regulatory approval

### MEDIA ASSOCIATE • LEO BURNETT - STARCOM • 2000-2001

Broadcast media buyer for national clients, including National Beef Council and Kelloggs



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## FREELANCE CLIENTS

### Magazines:

- *ADVANCE for Nurses*
- *Medical Imaging*
- *Imaging Economics*
- *Imaging Technology News*
- *Ecostructure*
- *Time Out Chicago*
- *Physical Therapy Products*
- *Diagnostic and Invasive Cardiology*
- *Hospitals and Health Networks*

### Advertising:

- Mills Creative
- 5 Minute Meter Productions
- HBG Health
- JB Chicago
- Deschaine and Associates
- Hanley Wood Publications

### Technology:

- Zebra Technologies
- Laurus Technologies
- Sun Microsystems

## EDUCATION

### MASTER OF FINE ARTS • CREATIVE WRITING

Pan-European MFA at Cedar College, 2018

### MASTER OF ARTS • LITERATURE

Northwestern University, 2004

### BACHELOR OF ARTS • JOURNALISM, ENGLISH, PSYCHOLOGY

University of Iowa, 2000

## COMMUNITY

- Adjunct Instructor: English Composition, Des Moines Area Community College
- Mentor:
  - PEN America Prison Writing Program
  - Communications and Writing Career: Upwardly Global
- Editorial volunteer:
  - American Civil Liberties Union – Iowa Chapter
  - LGBT Books for Prisoners



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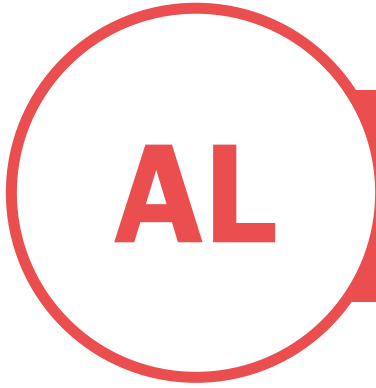
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