

DAWN PEARSON

BIOTECHNOLOGY, PHARMACEUTICAL, LIFE SCIENCES
MARKETING, SCIENTIFIC EXPERTISE, COMMERCIAL EXECUTION

CONTACT

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ACCOMPLISHMENTS

- Developed product launched marketing materials for laboratory equipment and supplies.
- Built marketing-specific AI tools to generated written content for marketing materials.
- Supported drug discovery research and drug product regulatory approval.
- Participated in laboratory and manufacturing product launches.

I bring 4 years of biotechnology and life sciences marketing experience, where I developed and executed marketing promotional and sales-enablement materials, managed multiple marketing deliverables, and supported MLR promotional review, regulatory compliance, and documentation workflows in a fast-paced commercial environment. Combined with more than 7 years of biopharmaceutical medical writing experience in oncology, inflammation, neurology, and cardiovascular therapeutic areas, strong project-management and cross-functional communication skills, and my previous laboratory and data analysis experience, I offer the scientific expertise, attention to detail, and commercial execution experience needed to contribute effectively to biotechnology and pharmaceutical marketing teams.

EXPERIENCE

Biotechnology and Life Sciences Marketing Experience: 4 years

Marketing Writer, Content Excellence - 4 years

SEP 2022 to AUG 2026 (PRESENT)

Cytiva

- At Cytiva, I create quality marketing and technical life sciences content that engages and builds brand awareness, consideration, and thought leadership with targeted content for biotechnology and pharmaceutical products and services. Execute omni-channel marketing campaigns by transforming technical information into engaging content for various audiences with eLearning courses, digital marketing collateral, and sales enablement field training documentation. Craft messaging for target persona that addresses pain points. Review promotional content for medical, legal, and regulatory review (MLR), claims, and trademark usage.
- Maintain digital brand messaging by writing and editing content to align with brand guidelines, quality assessments, trademark disclosure, copyright usage, and alignment with advertising and promotional guidelines. Perform content audits and contribute to content performance metrics. Assist in email marketing A/B testing with SEO, SEM, and SERP and performance marketing.
- Lead eLearning video script writer (voice-over, on-screen text, and assessments).
- Write and edit marketing collateral (emails, blog posts, presentations, webinars, eLearning training video scripts, product flyers, social media posts [YouTube and LinkedIn], posters, brochures, sales enablement documentation, case studies, white papers, web pages, and written knowledge center articles. Write and edit technical content (application notes, training documents, user guides).
- Develop AI agents, document outcomes, and communicate findings to team. Assists in the company-wide roll out of marketing agents.
- Tools: VEEVA, Kapost, SharePoint, Google Analytics, seoClarity, Salesforce, CoPilot.
- Employment type: Full-time contractor role (Axelon Services, Sep 2022) converted to a full-time, remote role in DEC 2024.

Biotechnology and Pharmaceutical Medical Writer Experience: 7 years 7 months

AbbVie (Principal Medical Writer)

APR 2021 to FEB 2022

Neoleukin Therapeutics (Senior Medical Writer)

AUG 2020 to APR 2021

Parexel (Medical Writer II)

DEC 2019 to AUG 2020

Gilead Sciences (Associate Manager, Medical Writing)

NOV 2014 to SEP 2015

Oncothyreon (Medical Writer)

SEP 2011 to OCT 2014

Dendreon (Medical Writer)

SEP 2010 to SEP 2011

- Wrote clinical trial documents for a variety of biotechnology and pharmaceutical disease therapeutics (oncology, inflammation, cardiovascular, infectious disease, and neurovascular) submitted to regulatory authorities, including the US FDA and EMEA.
- Developed an understanding of medical device regulatory approval.
- Wrote documents to align with branding, quality assessments, trademark disclosure, copyright usage, and alignment with advertising and promotional guidelines.
- Documents: Clinical summaries, Investigator's Brochure, Protocol, Informed Consent Form, Data Safety Update Report, Clinical Study Report, conference posters and presentations, literature review summaries, and peer-reviewed literature articles.
- Provided company training for new software and contributed to process improvements and performance metrics.
- Provided project management support for biopharmaceutical deliverables in compliance with regulatory guidelines and style guides.
- Wrote and edited technical content and SOPs in plain language for general public in alignment with AMA style and regulatory guidelines.
- At Dendreon, Oncothyreon, and Neoleukin Therapeutics, I provided regulatory and medical communications document support. At Neoleukin Therapeutics, I provided SaaS customer support to internal teams.
- Tools: VEEVA, Word, SharePoint, Teams.
- Employment type: Full-time, permanent.

DAWN PEARSON

Biotechnology and Academic Laboratory Research Experience: 10+ years

Seattle Genetics (Senior Research Associate)

MAR 2008 to SEP 2010

Amgen (Associate Scientist)

SEP 2005 to MAR 2008

Corixa (Senior Research Associate)

JAN 2004 to SEP 2005

Celltech (Senior Research Associate)

APR 2001 to JAN 2004

Legacy Health Systems (Research Associate)

JAN 2000 to APR 2001

Oregon State University (OSU) (Research Associate)

APR 1997 to DEC 1999

- Research Associate roles were full-time and laboratory-based roles, with the exception of the research associate role at OSU.
- In all lab-based roles, I created novel immunoassays for clinical trial drug development for cancer, inflammation, and infectious diseases. Assays used: ELISA, qPCR, RT-PCR, DNA/RNA extraction and amplification, flow cytometry and FACS, tissue and cell culture, BCA, ELISPOT, protein purification, IHC, and PK/PD.
- Therapeutic areas: Oncology, inflammation, cardiovascular, neurology, and infectious disease.
- At OSU, I wrote public-facing fact sheets. I provided customer service via call center support, documented findings and resolved Tier 1 issues, and escalated follow-up to the US EPA and local clinical toxicologists for advanced resolution.
- Employment type: Full-time, permanent.

Biotechnology, Pharmaceutical, and Academic Data Analyst Experience: 4+ years

University of California, San Francisco (Data Analyst)

MAR 2019 to DEC 2019

University of California, San Francisco (Data Manager)

AUG 2018 to MAR 2019

Gilead Sciences (Statistical Programmer I)

OCT 2015 to AUG 2018

- Wrote code (Python, R, Access, SQL, Excel, and SAS) for the analysis of clinical trial and cancer registry data (ICD 9/10 and HL7 coding for EMR at USCF).
- Assisted in clinical documentation improvement activities to ensure data were accurate according to regulatory compliance standards. Wrote annual report for the GBACR cancer registry and contributed to public health inequality research initiatives.
- Employment type: Full-time, permanent.

Academic Curriculum Designer Experience: 2 months

University of Washington (Continuing Education)

NOV 2022 to DEC 2022

- Created a curriculum map, course outline, and assessment criteria for a medical writing certificate course for the [Specialization in Regulatory Medical Writing](#).
- Developed innovative materials that aligned with organizational goals.
- Utilized ADDIE-SAM methodologies and SCORM standards.
- Employment type: Part-time, consultant, remote.

Technical Editor and Copyeditor Experience: 1 year 9 months

Steyer Content

JUN 2022 to FEB 2024

- Provided copyediting support for cloud computing technical blog posts for Amazon AWS, which included instructional software code for developers: [AWS Storage Blog](#), [Containers](#), and [AWS Machine Learning Blog](#).
- Gained a general understanding of various storage and container solutions, including: Kubernetes Services (AKS), [Amazon Elastic Container Service \(ECS\)](#), [Amazon AWS Containers](#), [Amazon AWS Storage](#), and [Amazon AWS Machine Learning](#).
- Employment type: Part-time, consultant, remote role with Amazon AWS via Steyer Content.

Jr. Researcher/Writer Experience: 4 months

Steyer Content

MAR 2022 to JUN 2022

- Wrote user experience research (UXR) reports, which included insights generated across internal and government stakeholders for virtual reality technology products.
- Employment type: Full-time, consultant, remote role with Microsoft via Steyer Content.

EDUCATION

MiniMBA with Mark Ritson

2025

MiniMBA in Marketing

Portland State University

1997

Masters of Science (Biology)

Portland State University

1993

Bachelors of Science (Biology)

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