

DAWN PEARSON

WRITER & EDITOR: MARKETING, COMMUNICATIONS, TECHNICAL

I DISTILL COMPLEX SCIENTIFIC CONCEPTS ACROSS PLATFORMS FOR MULTIPLE AUDIENCES

CONTACT

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I am based out of Seattle, WA (PST)

TOOLS & TECH

WRITING, EDITING & COMMUNICATION

Marketing writing	◆◆◆◆◆
Technical editing (AWS)	◆◆◆◆◆
Medical writing	◆◆◆◆◆
Developmental editing	◆◆◆◆◆
Strategic communications	◆◆◆◆◆
Research, PubMed	◆◆◆◆◆
SEO (seoClarity, AHREFS)	◆◆◆◆◆
Copyediting (AMA, Chicago)	◆◆◆◆◆
VEEVA, Kapost, SharePoint	◆◆◆◆◆
MLR review	◆◆◆◆◆
Project management	◆◆◆◆◆
Social media content	◆◆◆◆◆

DIGITAL MARKETING & WEB

SEO, SEM, and SERP	◆◆◆◆◆
Email & paid social ads	◆◆◆◆◆
Campaign planning	◆◆◆◆◆
WordPress	◆◆◆◆◆
Adobe Creative Suite	◆◆◆◆◆
Google Analytics	◆◆◆◆◆

AI TOOLS

ChatGPT, CoPilot	◆◆◆◆◆
AI Prompt Engineering	◆◆◆◆◆
Leonardo.ai	◆◆◆◆◆
Canva, Krea, Kling	◆◆◆◆◆
ElevenLabs	◆◆◆◆◆

OTHER SKILLS & INTERESTS

Zoom, Slack, Trello	◆◆◆◆◆
Outlook, Teams	◆◆◆◆◆
Linux, HTML, XML	◆◆◆◆◆
User experience (UX)	◆◆◆◆◆
Excel, SAS, Python, R	◆◆◆◆◆

WORK EXPERIENCE BIOTECHNOLOGY AND PHARMACEUTICAL

Life Sciences Marketing Experience: 3 years 8 months

Marketing Writer, Content Excellence - 3 years 8 months **SEP 2022 to APR 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 omnichannel 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 newsletters. I've also written knowledge center articles for addressing customer pain points with products.
- Write and edit technical content (application notes, training documents, user guides).
- Write and edit sustainability and eco-design content (social media and reports).
- Collaborate with teams to create impactful visual marketing assets that build brand awareness, drive sales, and align with campaign initiatives and regulatory guidelines.
- Contractor role converted to a full-time, remote, permanent role in DEC 2024.
- Tools: VEEVA, Kapost, SharePoint, Google Analytics, seoClarity

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, Waterfall and agile project management support.

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 programming code (Python, R, Access, Excel, and SAS) for the analysis of clinical trial and cancer registry data (HL7 coding). Ensured data were accurate according to regulatory compliance standards. Wrote annual report for the GBACR cancer registry and contributed to public health inequality research initiatives.

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I am based out of Seattle, WA (PST)

My portfolio has a variety of content:

[Paid social media posts](#)

[Writing and editing samples](#)

EXPERTISE

- Developed innovative training and multimedia learning materials.
- Strong analytical abilities to identify trends and manage deliverables.
- Used various AI tools to generate written, image, audio, and video content for books, web, and social media.

EDUCATION

INLP

2026

Certified Hypnosis Practitioner

MiniMBA with Mark Ritson

2025

MiniMBA in Marketing

Udemy

2025

Yoga teach training 200 YRT

Udemy

2025

Usui Reiki Level I, Level II, and Master Practitioner and Teacher

Udemy

2025

Health and Wellness Coaching Certificate (CPD certified)

Coursera

2024

Google Foundations Digital Marketing and E-commerce Certificate

Portland State University

1997

Masters of Science (Biology)

Portland State University

1993

Bachelors of Science (Biology)

OTHER WORK EXPERIENCE

COURSE DEVELOPMENT FOR MEDICAL WRITERS

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.
- This was a part-time, consultant, remote role.

CYBERSECURITY AND DATA WAREHOUSING

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](#)
 - [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](#).
- This was a part-time, consultant, remote role with Amazon AWS via Steyer Content.

USER EXPERIENCE RESEARCH

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.
- This was a full-time, consultant, remote role with Microsoft via Steyer Content.

BOOK PUBLISHING EXPERIENCE

Acquisition Editor: 5 years 1 month

Booktrope

APR 2010 to APR 2015

- Provided writing, developmental editing, copyediting, proofreading, marketing content creator, manuscript reviewer, and publishing support for authors.
- Genres: Fiction (young adult, romance, and mystery) and nonfiction (poetry and business).
- This was a part-time, consultant, remote role.

BIOTECHNOLOGY, RESEARCH & CUSTOMER SUPPORT

Laboratory Research Experience: 10+ years

Seattle Genetics (Senior Research Associate)

MAR 2008 to SEP 2010

Amaen (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.
- At the lab-based roles, I created novel immunoassays for clinical trial drug development for cancer, inflammation, and infectious diseases.
- At OSU (2+ years), I wrote public-facing fact sheets, provided customer service via call center support, and triaged follow-up to the US EPA and local clinical toxicologists.