

# Allison Bates

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## Summary

With 15 years of experience and a master's degree in journalism and media studies, I am a seasoned copywriter and content marketer who can craft engaging and effective content for various audiences, channels, and purposes. I have worked with diverse clients and industries, ranging from healthcare to technology to finance, and I have a keen ability to adapt my tone, style, and voice to suit different needs and goals. I'm passionate about remaining on the cutting edge of evolving communication trends and using creative expression to drive business results.

## Experience



### Copywriter

#### Burns Marketing

Mar 2021 - Present (3 years)

As a copywriter at Burns Marketing, I transform complex and often dry information into succinct, compelling reasons to believe in a brand. From pharmaceutical revenue management firms to industrial wastewater treatment specialists to global leaders in cellular technology, my clients rely on me to do three things accurately and quickly: 1) Understand the landscape of their industries and their unique business objectives; 2) Understand the needs and challenges of their target audiences; and 3) Create content that effectively translates and marries these distinct messages in a way that drives business results.



### Marketing Content Manager

#### ClearChoice Dental Implant Centers

Oct 2019 - Jan 2021 (1 year 4 months)

Key resource in developing and optimizing messaging and content that drives brand awareness, supports creative performance, and cultivates brand affinity. Specific areas of focus include providing exceptional copywriting, editing, and proofreading services; delivering strategic content for online and offline channels that contributes to channel KPIs; maintaining and refining a compelling, consistent brand voice; and managing social media. Content development includes marketing collateral, website and landing pages, social media, digital advertising, email marketing, print ads, and more, primarily for consumer audiences.



### Senior Editor, Healthcare Content

#### MGMA

Jun 2018 - May 2019 (1 year)

Collaborated across the organization to source and develop high-quality content to grow and engage the MGMA audience while influencing the healthcare marketplace. Work produced informed product development, branding, messaging, and association business objectives. Published in multiple formats and platforms, principally through digital media and conference programming.

### Senior Creative Writer

## IBM Watson Health

Jul 2015 - Jun 2018 (3 years)

One of two full-time writers serving the marketing needs of the entire company, in a department essentially operating as an internal creative agency. Produced top-quality content for marketing leaders (our clients) in all verticals, including Payer (health plans and employers), Provider (clinicians, hospitals, and health systems), Government (state and federal), and Life Sciences (clinical research). Projects included case studies, product brochures, video scripts, research briefs, email and direct mail campaigns, tradeshow graphics, web copy (including SEO metadata), and more.



## Content Marketing Specialist

Intermap Technologies, Inc.

Jun 2014 - Jul 2015 (1 year 2 months)

Key player in complete overhaul of company's marketing approach. Instrumental in defining and implementing content marketing strategy. Responsible for creating new content and adding a fresh approach to existing content for use in global marketing efforts. Wrote, edited, managed, and distributed all external sales and marketing communications, including web copy, video scripts, social media messages, press releases, event invitations, email blasts, case studies, and data sheets. Worked closely with the Product Management, Sales, and Marketing teams to collaborate on creative concepts and ensure messaging was consistent, technically accurate, and targeted to goals.



## Senior Writer

Customer Communications Group

Jul 2012 - Jun 2014 (2 years)

Responsible for all copywriting, editing, and editorial strategy on assigned accounts. Developed story ideas/angles and wrote consistently within client style guidelines. Thoroughly researched assigned topics to become an educated resource for related information. Understood the demographic and psychographic profile of client audiences and became familiar with clients' industries, competitors, and products. Collaborated with Creative Director, Art Directors, and Account Managers to develop compelling written and visual content that supported client objectives.

## Education



### University of South Florida

M.A, Journalism & Media Studies

2007 - 2009



### Florida State University

B.A, Theatre

1997 - 2000

## Skills

Communication • Copywriting • Content Marketing • B2B Marketing • Social Media Marketing • SEO  
• Content Strategy • B2C Marketing • Creative Problem Solving • Leadership