

Meg Talbot Stevens

CAREER HIGHLIGHTS

- Health communications specialist, content strategist, and plain language advocate
- Master's degree in health communication
- Project management, project leadership, and management experience

EXPERIENCE

Senior Manager, Global Marketing Content — *GE HealthCare, Ultrasound, Surgical Visualization and Guidance Division (BK Medical), Burlington, MA*

OCTOBER 2021 - MARCH 2023

- Led planning and execution of marketing communications and content plans.
- Supervised team of three content specialists/strategists in meeting deadlines for 100+ high-quality marketing assets per year.
- Experience with media formats including website, clinical case studies, blog articles, digital marketing campaigns, sales newsletters, brochures, patient education toolkits, videos, email marketing, social media, photography, booth graphics, and press releases.
- Led broader marketing communications team of graphic designers, social media specialists, and channel specialists to level-set on priorities and timelines.
- Tracked and analyzed metrics; reported on audience/stakeholder engagement with marketing materials and collateral.
- Acted as champion of the brand and ensured brand guidelines were followed by team, contractors, vendors, and agencies.
- Wrote executive internal communications and external communications.

Marketing Content Specialist — *BK Medical, Peabody, MA*

MARCH 2019 - OCTOBER 2021

- Conceptualized and crafted marketing materials and sales tools in media formats including website, clinical case study, blog article, digital marketing campaign, brochure, video, email marketing, social media, booth graphics, etc.
- Collaborated with key stakeholders in product marketing to develop key messages for each portfolio.

Supply Chain Analyst, Content Production — *EBSCO Information Services, Ipswich, MA*

MARCH 2016- DECEMBER 2016

- Worked with in-house teams and vendor partners to implement new processes
- Used data analysis to drive processing decisions
- Developed workflows for new products/processes

CONTACT

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[LinkedIn](#) | [Meg Stevens](#)

Beverly, MA

SKILLS

Graphic Design

Adobe Creative Suite

Canva

Content Management and Project Management

Wordpress

Smartsheet

Sharepoint

Web and Social Media

Google Analytics

HubSpot

Hootsuite

Other

Microsoft Office Suite

Health literacy and health education

Plain language

Project management

Time management and timelines

Scriptwriting

Senior Production Coordinator, Content — EBSCO Information Services, Ipswich, MA

JANUARY 2012- MARCH 2016

- Supported team in posting priority abstracting and indexing content within established lead times
- Ensured production of excellent-quality content
- Supported training and improvement of vendor partner performance
- Wrote, edited, and managed processing manuals and training documents
- Supported secondary indexing processes
- Supported onboarding of newly licensed titles
- Addressed service issues
- Guided team members to lead and complete major initiatives

Advanced Abstractor — EBSCO Information Services, Ipswich, MA

SEPTEMBER 2010- JANUARY 2012

- Wrote high-quality abstracts and indexing records
- Provided detailed feedback to trainees as requested by team leader or supervisor

EDUCATION

Master of Science, Health Communication — Boston University

OCTOBER 2018

- Multidisciplinary program focusing on the intersection of health care, health literacy, and marketing communications
- Coursework: Advanced Writing, American Health Care System, Biology of Disease, Healthcare Marketing, Health Communication, Introduction to Epidemiology, Media Relations, Public Relations, Research Methods, Social Media Strategies & Tactics
- Portfolio includes: patient education brochure, feature story, news article, press release, social media campaign, health communication marketing plan, health education, health promotion campaign, market research plan

Bachelor of Arts, English Language and Literature — Gordon College

MAY 2006