

HOLLY LAWTON

CONTENT & STRATEGY | HEALTHCARE MARKETING & ADVERTISING

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SUMMARY

High-impact content strategist with specialization in healthcare marketing and deep experience in cross-industry communications. A robust background in consumer-facing storytelling, enterprise brand orchestration, and healthcare client success. Adept at managing content pipelines for multiple platforms, developing and executing campaigns with a rare blend of hybrid leadership.

SKILLS

Copywriting agility

SEO and AEO optimization

Research and SME interviews

Project management

BTB and BTC messaging

AI as a content partner

Health and medical literacy

Creative team collaboration

CMS and CRM proficiency

EXPERIENCE

ONSPIRE HEALTH MARKETING

Kansas City, Mo. | November 2018—June 2026

(FORMERLY DOBIES HEALTH MARKETING)

SENIOR CONTENT MANAGER

Writer, editor, and strategist supporting numerous hospitals and healthcare organizations. Clients range from nationally renowned cancer centers and specialized providers to critical access hospitals, health-related boards and associations, and many others.

- A heavy-hitting, versatile content specialist who can step into any campaign and elevate the quality of the writing
- Extensive background in specialized web copy and multi-channel campaigns for diverse audiences, particularly HCP and patient-facing
- The ability to balance clinical complexity with human, narrative-driven consumer engagement, even among sensitive health topics
- Rich, approachable storytelling that enhances patient value and drives service-line growth
- Oversee a team of contract writers for provider blogs, web page content, and automated emails
- Leverage Claude, ChatGPT, and Gemini for ideation, productivity, and efficiency while still ensuring an authentic client brand voice and approach
- Edit, publish, and manage our content in WordPress to make available for broad client use
- Proficiency in SEO/AEO fundamentals while maintaining health-related accuracy and authority

AWARDS / NOTABLE CLIENT WORK

- **Fox Chase Cancer Center:** Supported a yearlong, Gold Aster-winning campaign for renewal of its Cancer Center Support Grant from the National Cancer Institute, reaffirming its elite designation as an NCI-designated Comprehensive Cancer Center. Also wrote patient guides and web content for more than 20 cancer conditions, requiring a high level of subject matter understanding and immersion in NCCN Patient Guidelines.
- **National Board for Respiratory Care:** Wrote content for campaigns spotlighting the nationwide shortage of respiratory therapists in the wake of COVID-19 and the benefits of specialty credentialing for advancement within the industry.
- **LMH Health:** Created content for Emerald Award-winning video, print/digital ads, and social posts on taking a little time for annual screenings during Breast Cancer Awareness Month.

GREYHEALTH GROUP
SENIOR COPYWRITER

Kansas City, Mo. | July—November 2018

Partnered with art directors and worked closely with account managers on creative for two primary pharmaceutical clients, Merck and Bayer. Deliverables included content for email, social media, direct mail, e-newsletters, print ads, and product/program marketing for farm and companion animal health. Full-time contract position for what is now Wunderman Thompson.

SPRINT
CREATIVE MANAGER / CONTENT DIRECTOR

Overland Park, Kan. | 2012—2018

Hired in 2016 as content director of Sprint's new internal agency YellowFan Studios; eventually became creative manager of a seven-person team that included creative leads, designers, writers, and video editors. Assigned, managed, and approved creative for Sprint brand messaging, social media campaigns, TV and video scripts, print/digital ads, device and program launches, and small-business partnerships. Led brand consistency for marketing and advertising deliverables across the entire company.

DIGITAL CONTENT SPECIALIST III

Senior copywriter and team lead on initiatives for messaging, branding, promotions, and consumer engagement. Created web banners, digital ads, social posts, and other content to support campaigns for brand identity, device launches, and special offers. Collaborated on creative approach and project objectives with designers, producers, business owners, and project managers.

VML
EDITORIAL COPYWRITER

Kansas City, Mo. | 2011—2012

Content manager for the agency team that executed the launch of Gatorade EDGE, a nutrition program targeting serious young athletes. Wrote and edited content including articles, video scripts, and social copy that required interviews and clinical sourcing. Researched and assigned topics on sports science, nutrition, and training to other Gatorade writers and experts. Full-time contract position.

THE KANSAS CITY STAR MEDIA CO.
ASSISTANT MANAGING EDITOR

Kansas City, Mo. | 2000—2011

Beginning in 2008, assigned, edited, and coordinated content for a sports section that consistently ranked among the nation's top 10 for outstanding writing, design, and projects. Was among only four women sports editors in the country. Developed digital strategies for content, reader engagement, and demonstration of staff expertise in a highly sports-centric market as the industry began to pivot from print. Staff played a key role in increasing KansasCity.com's monthly unique readership to almost 4 million and doubling online revenue in 2008-10, approaching 30 percent of company's total revenue.

DEPUTY SPORTS EDITOR

Supervised and edited the work of seven staff members who covered Kansas City's professional football and baseball teams. Set the tone for excellence in writing and editing, planning, daily presentations, story concepts, budgets, and staff development for one of the nation's top sections.

THE OREGONIAN MEDIA GROUP
ASSISTANT SPORTS EDITOR, COPY EDITOR

Portland, Ore. | 1995—1999

Final content editor for three daily editions of the print sports section, observing strict deadlines. Assigned editing and proofreading tasks to the copy desk and approved their work. Responsible for all aspects of nightly section production.

EDUCATION

University of Kansas, B.S. Journalism