

# HOLLY LAWTON

CONTENT & STRATEGY | HEALTHCARE MARKETING & ADVERTISING

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## CAREER

### ONSPIRE HEALTH MARKETING

(formerly Dobies  
Health Marketing)  
Kansas City, Mo.

November 2018—June 2026

### SENIOR CONTENT MANAGER & PROJECT MANAGER

High-impact writer, editor, and strategist with healthcare marketing specialization and years of leadership in cross-industry communications for B2B/B2C. Direction and execution for content pipelines across multiple platforms, ensuring client and health system messaging is engaging, compliant, and easy to understand.

- A heavy-hitting content specialist who can step into any department and elevate the quality of the writing
- Extensive background in specialized web copy, digital ad optimization, and multi-channel campaigns for diverse audiences, particularly HCP and patient-facing
- The ability to balance clinical compliance with human, narrative-driven consumer engagement, even among sensitive and complex topics
- Rich, approachable storytelling that enhances patient value and drives service-line growth
- Strong project management skills and creative leadership; overseeing a team of contract writers and Onspire's automated email campaigns for audiology practices
- Proficiency in AI tools for productivity and efficiency while maintaining an authentic client brand voice and approach
- Proficiency in SEO / AEO fundamentals and response to analytics
- Proficiency in publishing and managing content library in WordPress

Notable client work below; more at [hollylaw68.journoportfolio.com/](https://hollylaw68.journoportfolio.com/)

- **Fox Chase Cancer Center:** Supported a yearlong, Gold Aster-winning campaign (monthly print ads and long-form [landing page](#) articles) for renewal of its Cancer Center Support Grant from the National Cancer Institute, reaffirming its elite designation as an NCI-designated Comprehensive Cancer Center. I 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 guidelines.
- **National Board for Respiratory Care:** Led content for its "The World Needs More RTs" [campaign](#) to spotlight the nationwide shortage of respiratory therapists during COVID-19; and for its follow-up [campaign](#) on the benefits of specialty credentialing within the industry.
- **LMH Health:** Led content for Emerald Award-winning [video](#) and print ads on taking the time for annual screenings during Breast Cancer Month.

### GREYHEALTH GROUP

Kansas City, Mo.  
July-November 2018

### SENIOR COPYWRITER

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

**YELLOWFAN  
STUDIOS  
(SPRINT)**  
Overland Park, Kan.  
2016 – 2018

#### **CREATIVE MANAGER / CONTENT DIRECTOR**

Hired as content director of Sprint's internal creative agency and later 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, small business partnerships, and field requests. Led and ensured brand consistency for marketing and advertising deliverables across the entire company.

**SPRINT**  
Overland Park, Kan.  
2012 – 2015

#### **DIGITAL CONTENT SPECIALIST III**

Senior copywriter and team lead on initiatives for messaging, branding, promotions and consumer engagement. Created web banners and other digital 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**  
Kansas City, Mo.  
2011-2012

#### **EDITORIAL COPYWRITER**

Content manager for the agency team that executed the launch of Gatorade EDGE, a nutrition program targeting serious young athletes. Wrote, edited and curated original and supporting content for the digital-only campaign, including articles, videos and social media 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.**  
Kansas City, Mo.  
2000-11

#### **ASSISTANT MANAGING EDITOR**

Assigned, edited and coordinated all multimedia content, consistently ranking among the nation's top 10 sports sections 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. 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% 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, meetings and staff development.

**THE OREGONIAN  
MEDIA GROUP**  
Portland, Ore.  
1995-99

#### **ASSISTANT SPORTS EDITOR, COPY EDITOR**

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

### **EDUCATION**

**UNIVERSITY OF KANSAS, B.S. JOURNALISM**