

BETH FAND INCOLLINGO, freelance writer

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OBJECTIVE:

Freelance content marketing writer with distinguished client list and background in health and science journalism seeks opportunities to help organizations achieve their missions and serve their audiences.

SKILLS:

Writing bylined articles, press releases, white papers, message maps and social media posts	Capturing organizational messaging	Storytelling
Writing executive speeches	Interviewing key opinion leaders	Copy editing/revising
Covering medical conference sessions	Tailoring communications to specific audiences	Using AP and AMA styles
Writing profiles and features	Researching	Meeting deadlines

EXPERIENCE:

PRESIDENT of a freelance writing and editing business

Beth Fand Incollingo, Southern New Jersey, November 2020-present

- Write marketing content, including press releases, white papers, LinkedIn posts, use cases, bylined articles and a magazine supplement on behalf of leading pharmaceutical and medical device companies.
- Write articles about successful graduates and breaking news for numerous universities, including Rutgers University and Drexel University.
- Write commencement and other speeches for the president of a state university.
- Cover [sessions](#) at medical conferences.
- Wrote monthly blogs on behalf of a practice of infectious disease specialists.
- Edited a [memoir](#) for a retired Kean University professor.

MANAGING EDITOR, CURE MAGAZINE, the largest American magazine focused entirely on cancer. This consumer publication for cancer patients, survivors and caregivers has a circulation of 286,000 and an estimated readership of 1 million people.

MJH Life Sciences, Cranbury, New Jersey, October 2014-November 2020

- Managed *CURE*'s editorial strategy, including story selection, assignments, editing and proofreading. Elevated the publication's quality by creating a consistent voice and approach that generated national awards and recognition as my responsibility grew from four to 12 issues per year.
- Researched and wrote stories about [complex medical science](#) and [quality-of-life issues](#), edited/fact checked the work of staff members, freelancers and contributors, and ghostwrote publisher's columns, conveying ideas in language understandable to a general audience.
- Engaged with readers and key opinion leaders through video interviews and guest essays to build the brand as a go-to resource for the cancer community.
- Helped plan, judge and conduct winner interviews for "heroes" awards events.
- Represented *CURE* at national oncology conferences, covering sessions on deadline.
- Contributed to curetoday.com and *CURE* social media projects to expand the digital audience while juggling tasks for up to four issues of the magazine simultaneously. Oversaw a collaborating website, ProactiveGenes.com, utilizing WordPress.

MANAGING EDITOR, UROLOGISTS IN CANCER CARE

MJH Life Sciences, Plainsboro, New Jersey, April 2013-October 2014

- Oversaw the editorial strategy for the magazine's six annual issues, including story selection, editing, fact checking and proofreading.
- Researched and wrote articles on urologic medications, surgical procedures and business issues, and solicited and edited articles and essays from doctors.
- Represented *UCC* at urology conferences, covering presentations and conducting video interviews with doctors.

WRITER, ONCOLOGY SPECIALTY GROUP

MJH Life Sciences, Plainsboro, New Jersey, March 2012-April 2013

- Supported magazines with physician audiences, including *OncologyLive/OncLive.com*, by contributing articles and covering conferences.

CO-FOUNDER of a communications firm

Texterity, LLC, Haddon Heights, New Jersey, April 2007-March 2012

- Wrote articles, speeches, announcements and communications plans for newspapers, magazines, intranet sites, websites and corporate events; clients included the *Times of Trenton*, Novartis Pharmaceuticals Corp., Otsuka America Pharmaceutical Inc. and *Rutgers Today*.
- Secured media coverage and helped plan Disability Mentoring Day and other diversity-related events at Novartis.
- Secured 80 instances of media coverage of the Crowleys, whose struggle with a rare illness inspired the film "Extraordinary Measures," starring Harrison Ford and Brendan Fraser.

- Helped plan and publicize the 100th employee celebration at Amicus Therapeutics, which included addresses by Gov. Jon Corzine and Rep. Rush Holt.
- Drew largest crowd ever to a Northern New Jersey YMCA's annual week of free community activities.
- Developed and pitched stories for the South Orange-Maplewood Community Coalition on Race, a nonprofit advocating racial integration and community diversity.
- Spearheaded successful effort to include Amicus Therapeutics on the annual list of Best Places to Work in New Jersey

STAFF WRITER for daily newspapers

The Times of Trenton, *Trenton, New Jersey, February 1997-May 2006*

- Wrote more than 1,000 stories including breaking news in Central New Jersey and Bucks County, Pennsylvania, court coverage and interviews with James Earl Jones, Joy Behar, Robert Kline and Bob Newhart.
- Penned award-winning series about parents pushing science to cure their children's rare disease.
- Wrote award-winning package of features on the historical connection between Trenton, New Jersey and Dillon, South Carolina

The Jersey Journal, *Jersey City, New Jersey, December 1992-February 1997*

- Covered municipal beats in cities including Hoboken, writing spot and police news, budget and business articles, court stories, features and investigative pieces.
- Broke a story that revealed the presence of mercury in a Hoboken residential building. The building became a Superfund site; the story became international news.

AWARDS:

<p>Digital Health Award, “A Grateful Heart After a Cancer Diagnosis.” for <i>CURE</i>, 2019</p>	<p>Folio Award, winter 2016 issue of <i>CURE</i></p>	<p>Bulwer-Lytton Fiction Contest, runner-up, romance category, 2008</p>
<p>New Jersey Press Association, second place, enterprise, 2005, “Two Homes, One Heart,” for the <i>Times of Trenton</i></p>	<p>Garden State Journalists Association, Hildy Johnson Award, 2005, “Two Homes, One Heart,” for the <i>Times of Trenton</i></p>	<p>The Livingston Awards, national finalist, 1999, “A Race Against Time,” for the <i>Times of Trenton</i></p>

EDUCATION: B.A., English, Rutgers University, New Brunswick, New Jersey

MEMBERSHIPS:

Main Line Singers, Wayne Pa.; Marketing Committee