

Alyssa Lagasca, PharmD, BA

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MEDICAL & SCIENTIFIC COMMUNICATIONS | STRATEGY IN CONTENT CREATION

Motivational writing freelancer with the ability to deliver complex content in the realms of medical and scientific marketing. Diverse background in disseminating clinical knowledge, maintaining stakeholder relations, initiating project management, and interpreting data analyses. Collaborative efforts demonstrated in a team-based, multidisciplinary environment that encourages innovative ideas and effectively strategizes content creation.

SKILLS

Medical Writing | Copywriting | Editing | Content Strategy | Medical Factchecking | Simplifying concepts
Healthcare Industry | Scientific & Clinical Analytics | Biostatistics | Stakeholder Engagement

QUALIFICATIONS

- Multifaceted leader that encourages collaborative efforts, conflict resolution, and freedom to speak ideas
- Ability to curate information, interpret data and present a simplified analysis depending on audience
- Unique approach to projects due to a combined background in health care, science and communications

FREELANCE WRITING EXPERIENCE

Wegmans (Frederick, MD) – Advanced Community Extern **Feb 2024 – Mar 2024**

- Developed an educational slide deck differentiating self-injectables between weight loss and diabetes
- Simplified complex concepts to various stakeholders regarding medications, disease states and safety

Medstar Union Memorial Hospital (Baltimore, MD) – Transitions of Care Extern **Jan 2024 – Feb 2024**

- Formed a comprehensive, educational guide for HCPs regarding asthma and COPD management
- Initiated pharmacy-led discharges and medication histories for internal medicine floor

Medstar Franklin Square (Baltimore, MD) – Ambulatory Care Extern **Sep 2023 – Oct 2023**

- Disseminated informational pamphlets regarding medical devices for diabetics to medical residents
- Presented clinical trial data and applications of the effect that medication choice has on race

AstraZeneca (Gaithersburg, MD) – Pharmacovigilance Extern **Aug 2023 – Sep 2023**

- Spearheaded competitive intelligence analysis of mRNA vaccines from other pharma companies
- Analyzed safety data associated with Evusheld to the vaccines and immunotherapies unit

University of Maryland BWMC (Glen Burnie, MD) – Acute Care Extern **Jul 2023 – Aug 2023**

- Initiated a plan with nursing team on heart medication management based on medical journals
- Curated a case analysis of a pediatric patient admitted due to skin infection and past antibiotic use

Highmark Inc (Pittsburgh, PA) – Managed Care Extern **Jun 2023 – Jul 2023**

- Critically appraised the results of a clinical trial regarding liraglutide use in women with PCOS
- Led comparison of health care policy requirements between competing insurance companies

- Published an op-ed about pain therapy and the statewide opioid crisis on behalf of Cardinal Health
- Managed data pertaining to statewide 2021 pharmacy workplace issues based on APhA survey

EDUCATION

Doctor of Pharmacy at Notre Dame of Maryland University**May 2024****B.A. in Biological Sciences at University of Maryland Baltimore County****May 2018**

CERTIFICATIONS

Copy Writing: Master Content Writing & Copy Writing in 2025 (Udemy)**Apr 2025**

- Credential ID: UC-5ff43e53-ddd9-4f43-999c-ac22e1446aa0

Medical Writing for Healthcare Professionals (Udemy)**Mar 2025**

- Credential ID: UC-e74c9382-32b7-41be-b362-4317a2d1a4c1

COMMUNICATIONS COURSES – UMBC

MCS 222 (Introduction to Media & Communications Studies)**Fall 2016**

- Foundations to mass communication policy, interpersonal communication and audience reception

MLL 305 (Introduction to Intercultural Communications)**Fall 2017**

- Emphasis on cultural competence which melded how I approached patient and stakeholder interactions

MCS 355 (Social Media: Network and Mobility)**Spring 2018**

- Applied concepts of marketing trends on social media and how it impacts community response

SOFTWARE COMPETENCY

Microsoft Office Suite | Canva | Zoom | Google Meets | Adobe Acrobat | PubMed | Clinical Databases

SPECIAL PROJECTS

- Panel speaker on diversity and equity in content creation at a convention of 40,000 attendees to promote the importance of equal opportunity amongst freelancers
- Streamer of two years on Twitch with established audience in lifestyle, wellness and gaming