THERESA FISHER

New York, NY | 914-500-3434 | fisher.theresa@gmail.com | LinkedIn

IN A NUTSHELL

Writer, editor, and content leader with 13 years of experience translating complex issues into clear, compelling narratives for diverse audiences. Background spans journalism, technology and startups, healthcare, venture capital, and brand communications. Equal parts editorial technician, original thinker, and pragmatic collaborator.

FEATURED CAPABILITIES

Research and issue synthesis • Reporting • Ghostwriting • Content marketing • Thought leadership and opinion writing • Building and executing editorial strategies • Copywriting • Freelance management • Agency and stakeholder coordination

SELECTED PROFESSIONAL EXPERIENCE

Good Copy LLC | Editorial & Content Strategy Consultant *Feb. 2024–Present*

Writing, editing, content strategy, and copywriting for healthcare, technology, wellness, and agency clients including Epicore Biosystems, Frank Collective, Red Kraken, Hone Health, LMNT, NextSense, and Doctor Mike.

- Translate varied topics (with an emphasis on health and science) into accessible content for consumer and expert audiences across formats and channels.

Offcall | Editorial Lead *Jan. 2025–May 2025*

Directed editorial content for a financial platform and career-development community for physicians.

Sunrise Health | Editor *Jul. 2023–Feb. 2024*

Managed editorial content for a telehealth company focused on obesity treatment.

Andreessen Horowitz (a16z) | Editorial Partner *2021–2022*

Helped develop and edit a brand-building technology publication for a venture capital firm.

- Collaborated with founders and C-level executives on opinion and thought-leadership content supporting the firm's investment strategy.
- Developed new editorial formats, including a first-person thought-leadership series.

Zocdoc | Senior Managing Editor (Head of Content) *2018–2021*

Created and ran content programs for patient and healthcare providers, aligning editorial goals with audience needs, brand objectives, and business strategy.

- Coordinated with product, UX, marketing, creative, SEO, and sales teams to develop and deliver cross-functional projects.
- Created style guides and editorial standards to strengthen consistency across internal and external communications.
- Managed relationships with external creative and social media agencies, collaborating on messaging, campaign concepts, strategy, and copy.
- Used dashboards, reporting, A/B tests, and audience research to inform editorial decisions; helped evaluate newsletter impact by examining product usage among subscriber segments.
- Managed freelance and in-house staff; trained an offshore team for a large-scale SEO initiative.

Casper | Editor *2015–2018*

Wrote, edited, and ran two health and wellness digital publications for a consumer sleep brand.

- Managed freelance contributors and editorial production, ensuring content supported business and marketing objectives.

- Produced research-informed reporting recognized by subject-matter experts and adapted editorial work for social channels.

Mic News | Science Editor *2014–2015*

Reported and edited coverage of neuroscience, psychology, mental health, and animal behavior.

- Conceived of and wrote a branded neuroscience vertical that earned a Digiday Award.

EDUCATION

Craig Newmark Graduate School of Journalism at CUNY | MA, Journalism, Health & Science Reporting, 2013

Hamilton College | BA, Philosophy, cum laude with honors, 2008

TOOLS

Google Analytics; WordPress; Microsoft Office; Google Workspace; Airtable; Asana; Trello; Monday