

PAMELA HUNT

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Senior Medical Writer | Science & Medical Content | Executive Ghostwriter

A results-driven senior writer with expertise in developing scientific and medical content targeted to physicians and/or patients through articles, website content, emails, sales collateral, or other writing projects. A meticulous approach to project research and due diligence to ensure accurate information such as updated claims, references, and usage guidelines are in compliance with FDA regulatory requirements. A steady, conscientious disposition provides consistent communication, project, and writing flow while balancing multiple priorities and interactions with internal/external cross-functional teams. Known for exacting standards while navigating complex subject matter and producing an engaging and informative final product.

CORE COMPETENCIES

Product Research | Content Strategy | Scientific and Medical Communication | Ghostwriting, Editing, and Proofreading
Regulatory and Compliance Writing (e.g., FDA, HIPAA) | Product Use and Positioning | Demographic Research
Competitive Research and Analysis | Story Arc Development | Marketing Strategies and Execution | Marketing Analysis
FDA Guidelines | Market Access Research | HEOR: Health Economics and Outcomes Research

Member, American Medical Writers Association - AMWA Certificate in Medical Editing - Regulatory Writing Package

eTMF Systems | Veeva Vault | EndNote | Grammarly | Asana | Sanity | WordPress | HubSpot | MailChimp
Zoom | WebEx | Google Meet | Microsoft Teams | Slack

ESSENTIAL SKILLS & ACCOMPLISHMENTS

- **Leadership Presence and Management.** Leverages constant observation in approach to projects and people interactions. Fosters stability and harmony to build trust and earn the respect of others while pressing persistently toward goals. Created a comprehensive marketing plan to reach both physicians and patients and presented the CEO with an execution strategy to create a new category of at-home wearables and establish the company's device as the category leader.
- **Content Strategy.** Develops medical and scientific content based on product information, audience demographics, and communication form. Organizes details through outlines and briefs, ensuring communication output meets internal expectations and compliance guidelines. Utilized rigorous A/B testing, SEO best practices, and performance analysis to optimize content based on engagement metrics and user behavior data, resulting in more effective and winning content.
- **Scientific Expertise.** High-level scientific literacy born from 5 years as a bench scientist and journal club leader. Extremely comfortable with peer-reviewed research, clinical data, and FDA / ICH / EMA / HIPAA guidelines. Conducted rigorous research (PubMed and Clinicaltrials.gov) of both the subject matter and Key Opinion Leaders (KOLs), resulting in sophisticated content that reflects medical trends and adheres to internal claim matrices and FDA regulations.
- **Project Management.** Performs intensive due diligence and information gathering about project goals, target demographics, pain points, and claims matrices to ensure accuracy and compliance. Remains flexible, adaptable, and innovative in the design and execution of marketing projects. Created an innovative social media campaign to promote a series of articles, including creating a 30-second script KOLs could use to create reels.
- **Teamwork and Engagement.** Collaborates with team members to ensure high-quality, engaging deliverables. Sincerely interested in doing things well, ensuring people interactions and processes run smoothly. Cultivates a cooperative, high-performance environment. Partnered cross-functionally with scientists, marketing, design, and product teams to conceptualize and deliver integrated campaigns aligned with enterprise revenue goals.

PROFESSIONAL EXPERIENCE

Senior Content Manager | CovalentCreative - San Diego, CA | Nov 2021 — Jun 2024

- Crafted marketing and scientific copy for ophthalmologists and medical aesthetic professionals, including ghost-written articles (for physicians), website content, emails, paid and organic ads, and social media content.
- Created audience personas and story arcs for specific consumer demographics to create informative and engaging content relevant to physicians and patients while retaining regulatory compliance.
- Translated complex scientific and clinical data into compelling medical content, including manuscripts, abstracts, articles, video scripts, and marketing materials.
- Collaborated with internal teams (scientific, marketing, regulatory, digital) and external partners (clients, key opinion leaders, vendors) to align communication initiatives with organizational goals and ensure delivery before deadline.
- Continually optimized content performance and SEO using tools like Google Analytics and HubSpot to track engagement, (CTR, page views, open rates) to fine-tune content and improve future campaigns.

Copywriter | mdg (Freeman Company) – San Diego, CA | Jan 2020 — Nov 2021

- Crafted diverse marketing collateral, including video scripts, web copy, infographics, and multimedia ads, ensuring consistent brand voice across all customer touchpoints
- Worked cross-departmentally with design and account teams to create bold concepts for campaigns that increased conversions, drove awareness, and boosted attendance at virtual and in-person events
- Collaboratively developed creative concepts for national brand campaigns in conjunction with design and account teams on multimedia, corporate content for trade events
- Conducted thorough research to ensure content aligns with brand messaging and market trends and strategically crafted emails and digital ads to increase open rates, click-throughs, and conversion rates

ADDITIONAL PROFESSIONAL EXPERIENCE

Writer – Conservation Biology | San Diego Zoo – San Diego, CA

- Wrote articles on behalf of Dr. Oliver Ryder, Kleberg Endowed Director of Conservation Genetics, supporting his efforts to reduce extinction risk, contribute to species recovery, and promote sustainable populations, especially for black rhinos, gorillas, California condors, and the Pacific pocket mouse.
- Worked closely with national media outlets to promote stories on the San Diego Zoo Wildlife Alliance, including the birth of the first southern white rhino, Leslie the gorilla's cataract surgery, and the opening of the platypus exhibit.
- Gathered information and interviewed Zoo staff and scientists to build awareness of conservation projects and scientific initiatives designed to drive donor response and exceed fundraising goals across various communication channels.

Investor Relations Manager | Affymetrix

- Collaborated with CEO, President, and CFO to create, edit, and press check all investor communications, including annual reports, 10Ks/Qs, press releases, roadshow and shareholder presentations, and Q-call scripts.
- Led development of the annual report from concept to print and digital production, including writing the Letter to Shareholders, developing theme and storyboard, consulting with internal lawyers, SEC contacts, and Board members.
- Worked cross-departmentally with accounting, marketing and product teams to deliver accurate, precise, and detailed material information to shareholders that followed all SEC requirements.

Writer & Founder | pH Scientific Writing

- Successfully manage a diverse portfolio of high-profile clients and consistently delivering quality content and demonstrating time management and versatility in audience demographic, brand tone, and style.

EDUCATION

B.S. Biological Sciences, Cornell University Ithaca, NY

Four-time Division I NCAA All-American in cross-country and track; Qualified for US Olympic Trials in 5K