

# Brian Thomas

[bt@brianthomas.biz](mailto:bt@brianthomas.biz)

## Professional Summary

Result-driven and dedicated writer with a broad background in writing, proofreading and editing content spanning on a wide variety of platforms for both print and digital projects. Consistently delivers engaging copy, detailed research, insightful analysis and an entertaining viewpoint.

Both self-manages and works as a vital team member with the ability to use any medium to communicate, inform, enlighten and form a bond with an audience.

Experience in writing, content-editing and proofreading to AP and AMA style for a wide variety of print, documents and digital projects, including preparing pharma medications and devices for MLR review.

Detail oriented with experience with everything from medical posters, guidebooks and brochures to video/instructional material and PowerPoint presentations.

Excellent communication skills with the ability to work with individuals of all levels.

LinkedIn: <https://www.linkedin.com/in/brian-thomas-15083894>

Portfolio: <http://brianthomas.journoportfolio.com>

## Technical Skills and Core Competencies

Experience includes proficiency with:

- Microsoft Office suite, Adobe Creative Cloud
- Drupal, SharePoint, Stibo STEP, WordPress, Omniture, Google, Documentum, and other content management and authoring systems and tools
- HTML, Dreamweaver, JavaScript, and various other UX, web design and production tools
- Jira, Agile, Google, and other project management tools.

## Clients/Professional Experience

**hand2mind** – Vernon Hills, Illinois

12/2019 – 06/2020

### **Senior Copywriter/Editor**

Lead writer/editor for educational products company, responsible for writing/editing/proofreading all copy for ecommerce, websites, products, product packaging, online learning courses, displays, signage, publications, email blasts, blogs, social media, etc.

**Aptus Health** – Libertyville, Illinois

06-12/2019

### **Managing Content Editor**

- Created, wrote and edited content for pharma client tactics.
- Oversaw preparation of submission materials for client and medical/legal/regulatory reviews.
- Tested digital material (banners, drivers, interactive programs) for online presentation.

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## **Meridian Group International** –Deerfield, Illinois

02-06/2019

### **Brand Strategy Editor**

- Developed brand and writing standards for global group of tech companies.
- Created content for brand, logo, writing and social media guidebooks for print and digital.
- Wrote, content-edited and proofread a wide variety of print and digital projects for Meridian departments worldwide.
- Redesigned content for new global and local websites and intranet.

## **Abbott Laboratories** – Abbott Park, Illinois

6/2016 – 11/2017, 10/2018 – 2/2019

### **Writer/Copy Editor/Proofreader**

- Assigned to Abbott Laboratories' in-house creative division.
- Wrote, content-edited and proofread to AP and AMA style a wide variety of print, display, digital and video projects for Abbott departments worldwide.
- Accountable for writing and editing posters, guidebooks, brochures, video, instructional material, PowerPoint, marketing, frequently including pharma, medical and technical content for MLR submission
- Upgraded search performance for HR intranet.

## **Cole-Parmer** – Vernon Hills, Illinois

6-10/2018

### **Copywriter/Content Management**

Accountable for copywriting, production, publishing and content management for catalog and ecommerce for a lab equipment manufacturing and distribution company.

## **Grainger** – Lake Forest, Illinois

7/2015 – 9/2016

### **Indexer/Content Editor**

- Indexed thousands of products in print and online catalogues.
- Proofread all index and catalogue pages.
- Tracked individual and team tasks and projects.
- Researched viability of new search terms using Google AdWords and other tools.

## **Pearson Education** – Glenview, Illinois

1-12/2014

### **Copywriter/Publisher**

- Wrote, managed, proofread, and edited content and metadata for two online digital literacy programs used in elementary schools (K-6) across the country.
- Schools using these programs saw increases in literacy up to 66%.

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## **HS2 Solutions – Chicago, Illinois**

1/2010 – 12/2012

### **Web Editor/Writer – Solutions Specialist**

- Adapted, ported and created content for 70+ redesigned (Drupal) hospital websites across the USA.
- Collaborated with hospitals' public relations staff to create and customize copy and graphics.
- Proofed, re-wrote and edited content to maintain consistent AMA style and brand essence.

## **Sun-Times News Group – Chicago/Glenview, Illinois**

2007 – 2009

### **Journalist/Reporter/Content Specialist**

- Accountable for current events reporting for a network of community news websites, covering a 15-town territory north and west of Chicago.
- Wrote, edited, and proofread news copy to AP or Chicago style (where appropriate), ensuring up-to-the-minute portal page updates.
- Covered all local entertainment news, conducted interviews with local civic and philanthropic leaders, and created engaging visual content.
- Developed strategic partnerships with local thought leaders, recruiting them to write site-hosted blogs that helped build audience participation.
- Tracked site usage data to guide portal updates, which increased readership.
- Promoted sites in person and via social media.

## **Classified Ventures – Chicago, Illinois**

1997 - 2001

### **Web Designer/Editor/Writer**

- Essential in the creation of Apartments.com, HomeScape.com, MovingCenter.com, NewHomeNetwork.com and HomeFinder.com .
- Designed and constructed websites, pages, and individual elements.
- Designed and executed successful banner ad campaigns based on market testing.
- Adapted national sites to merge with 150 affiliate and partner sites.
- Designed and executed promotional materials.
- Constructed static demo versions of sites for sales and training purposes.
- Provided illustrations to for websites, ads and other material.
- Selected and edited stories from wire services for news sections on websites.

## **Education**

### **Chicago Academy of Fine Arts, Illinois**

BA, Media Studies and Content