

Portfolio Highlights

Jessica Sirotin

Content Strategy | UX Writing | Healthcare Communications

A curated selection of public-facing work and representative campaign examples.

1. ESPEN Congress, September 2025

- **Type:** End-to-end congress campaign including LinkedIn, email, landing page, booth assets, and follow-up content.
- **Role:** Content strategy, messaging, and copywriting in collaboration with Marketing and Medical stakeholders.
- **Context:** ESPEN is a major European congress for healthcare professionals in Clinical Nutrition and a key event for Baxter's portfolio in compounding, and parenteral nutrition.
- **Contribution:** Developed campaign messaging and content across channels and helped design the end-to-end user journey from pre-event promotion through post-event follow-up.
 - **Link(s):**
 - **LinkedIn Posts:** [Pre-event 1](#), [Pre-event 2](#), [Day 1](#), [Day 2](#), [Day 3](#), [Post-event](#)
 - **Landing Page:** (content hub used during and after congress)
 - **Booth:** (shown in LinkedIn posts)
 - **Confidential** (not included): email flows, flyers, internal assets.

2. EAHP Congress, March 2025

- **Type:** End-to-end congress campaign including LinkedIn, email, landing pages, booth assets, and follow-up content.
- **Role:** Content strategy, messaging, and copywriting in collaboration with Marketing and Medical stakeholders.
- **Context:** EAHP is a major European congress for hospital pharmacists, a key audience for Baxter. The goal was to create a connected digital campaign to support symposium attendance and lead generation.
- **Contribution:** Developed messaging and content across channels and supported the design of the full campaign journey, including real-time congress content.
 - **Link(s):**
 - **LinkedIn Posts:** [Pre-event](#), [During event](#), Post-event: [Medical Symposium](#), [Simon Hall](#)
 - **Landing Pages:** [Medical Symposium](#) and [Simon Hall](#).

- **Booth:** (see LinkedIn videos).
- **Confidential** (not included): emails, interviews, product videos

3. Baxter Critical Care Institute, 2022

- **Type:** Multi-channel campaign including landing pages, paid social, email, and video assets.
- **Role:** Content strategy, messaging, and copywriting in collaboration with Marketing, Medical, and paid media partners.
- **Context:** Post-COVID initiative to promote educational resources for healthcare professionals, including VR training and device education in acute care settings.
- **Contribution:** Helped develop campaign messaging and content from concept to execution across multiple markets.
- **Link(s):**
 - **LinkedIn:** [BCCI 1](#), [BCCI 2](#), [BCCI 3](#), [BCCI 4](#)
 - **X (Twitter):** [Post 1](#)
 - [Landing page for UK](#)
 - **Unavailable:** additional assets no longer public after business divestiture.

4. IV Fluid Stewardship Campaign: Employee Advocacy Program

- **Type:** Omnichannel campaign including social, webinars, vodcast, and employee advocacy content.
- **Role:** Content strategy, copywriting, and ownership of the employee advocacy program on LinkedIn.
- **Context:** UK omnichannel campaign supporting IV Fluid Stewardship awareness across healthcare audiences.
- **Contribution:** Led content for employee advocacy program, developed messaging for social and webinar assets, and supported agency-created materials. Managed rollout of advocacy platform including onboarding and training.
- **Link(s):**
 - **LinkedIn:** [Example Post](#), [Example Post 2](#)

Some strategic work cannot be shared due to confidentiality. This document focuses on public-facing assets that reflect my role in campaign strategy, messaging, and execution.