

JESSICA SIROTIN

C O P Y W R I T E R & C O N T E N T P R O D U C E R

PROFILE INFO

Senior copywriter with 10+ years' experience creating high-value, research-driven content for healthcare, MedTech, and other complex industries. I specialize in translating complex clinical, technical, and strategic concepts into clear, engaging, and compliant messaging that supports marketing, sales enablement, and brand trust.

WORK HISTORY

Senior Copywriter | Baxter International

Warsaw, August 2020-Current

- Lead content development for healthcare and MedTech marketing initiatives across Western Europe.
- Develop advertising, promotional, and sales enablement content aligned with brand, compliance, and commercial requirements.
- Create customer-facing campaigns across digital channels, trade show booths, and marketing materials, supporting marketing and sales teams.
- Produce marketing and sales collateral including videos, digital assets, slogans, and messaging frameworks.
- Develop toolkits and guides to support lead management and digital marketing adoption across teams.
- Manage projects from concept to delivery, ensuring alignment with business objectives and timelines.

Senior Copywriter & Proofreader | Tagvenue

Krakow, July 2019-Current | Part-time Contract

- Write research-driven marketing content supporting marketplace growth and commercial objectives.
- Produce long- and short-form content structured for SEO performance and audience engagement.
- Provide editorial guidance and proofreading support to maintain clarity, consistency, and quality.
- Collaborate on corporate communications, page development, and tone of voice documentation.

CONTACT

[LinkedIn Page](#)

[References & Recommendations](#)

[Online Portfolio](#)

SKILLS

Content Writing

Marketing Communications

Storytelling

Scriptwriting

UX Writing

SEO

Social Media

LANGUAGES

English

Polish

Russian

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WORK HISTORY, CON'T

Freelance Writer and Proofreader | "Jessica Sirotin"

Warsaw, May 2018-Current

- Deliver B2B content, thought leadership, and editorial services for organisations across healthcare, technology, education, culture, and other industries.
- Clients include: Warsaw Business Journal, RTB House, The Story: UX Design, Museum of Polish History, Omnipack, START PM, EC1 Łódź, Evenio, Hycomm, Gratified.io, Tartu Kunstimuuseum.
- Experienced in ghostwriting, research-led content, and adapting tone for diverse business audiences.

Content Strategy | Deep BI

Warsaw, May 2019-July 2020

- Developed content marketing strategies to support brand awareness and positioning.
- Produced well-researched digital content following structured information architecture.
- Managed content publishing using WordPress, including page and image optimisation.

Digital Features and Opinion Editor| Newsmavens

Warsaw, May 2018-July 2019

- Evaluated, edited, and approved written pieces for publication, ensuring quality and readiness.
- Managed social media promotion and engagement on Twitter and Facebook to target audiences.
- Conducted meticulous fact-checking and verified reference sources for accuracy.
- Edited and refined content for improved readability and impact.
- Enhanced readership by selecting layouts and images that complemented stories.

EDUCATION

Falmouth University

United Kingdom

M.A. Marketing & Digital Communications (Honors)
2021-2023

Hofstra University

New York, USA

B.A. History, minor in English
1989-1993

CERTIFICATES

- UX Writing – UX Writers Academy
- Digital Copy & UX – Nielsen Norman Group
- Paid Social Media – Digital Marketing Institute
- Essentials of Medical Writing – American Medical Writers Association (2024)
- Principles of Health & Medical Copywriting – M. Guillemard
- Advertising on LinkedIn – LinkedIn
- SEO Writing Masterclass – Surfer
- Content Strategy for Professionals – Coursera
- Fundamentals of Digital Marketing – Google Digital Garage