

Michael Fisher

Freelance Copywriter/Editor

With 15 years of professional writing experience—four of them as a freelancer—I have a deep knowledge of how to engage, inform and educate a variety of audiences and pay meticulous attention to the meaning, impact and nuances of the written word.

Key experience:

- Over 8 years (2005-present) working in the healthcare/healthcare technology industry, as in-house and contract copywriter at business unit of Wolters Kluwer, a world-renowned Dutch provider of medical/healthcare information
- Expertise in developing a wide range of promotional and communications materials, including brochures, direct mail, ads, flyers, sales kits, e-newsletters, press releases, case studies, white papers, etc.
- Distilling complex language into clear, concise, and compelling materials for physicians, clinicians, nurses, residents, and medical librarians
- Translating key messaging and unique selling points across marketing vehicles and customer-facing materials
- Closely interacting with graphic designers, project managers, subject matter experts and other stakeholders
- Flexibility—as a freelancer juggling numerous client deliverables—to handle tight deadlines, scope expansion, and other unforeseen project developments
- Meticulously editing and proofreading everything from small promotional materials to large-scale research reports
- Additional industry experience includes Higher Education, Education Technology and Publishing

I am happy to provide samples of any prior work.