

Amy M. Brandais, M.A.

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Communications Strategist and Senior Copywriter

Highly accomplished veteran communications strategist and copywriter with **25+ years of success** translating complex medical and technical information into compelling, compliant content that **drives measurable business results** and organizational change. Expertise spans the full communications lifecycle, including assessing communication gaps, developing targeted **Branding, Strategic Messaging, and Audience Engagement** strategies, and executing multi-channel campaigns. Proven ability to deliver measurable value across diverse industries—notably **Healthcare, Pharma, and MedTech**—with results such as **exceeding sales goals by 50%**, achieving a **50% software adoption rate**, and securing **record-breaking fundraising** totals. Combines agency experience with a service- and solutions-oriented consultancy background to deliver precision strategy and exceptional copy.

Expertise & Technical Skills

Strategic Expertise	Content Strategy, Branding & Messaging, New Product Launches, Outbound Marketing, Physician/Patient Education, Employee Engagement
Pharma/MedTech Compliance	Medical/Regulatory Writing, Compliance Copywriting, Scientific Referencing, Content Annotation, MLR Review
Content Development	Video Scripting, Speechwriting, Sales Tools, Web & Digital Content (Websites, Interactive), Training Content (LMS), Social Media
Technical/Tools	MS Office Suite, Adobe Acrobat Pro, Ziflow, ProofHQ

Experience

Strategic Communications Consultant — AmyTheWriter.com

2001–present, Mesa, AZ (Remote/freelance)

Develop and execute **comprehensive communications strategies** spanning branding, employee engagement, outbound marketing, and targeted education/outreach programs. The work consistently leads to measurable improvements in client adoption rates, engagement metrics, and financial outcomes. Key successes:

- **Johnson & Johnson:** Developed the architecture and core content for a new sales training intranet, enabling J&J affiliate reps to **successfully understand and offer financing options** to customers, driving potential revenue growth.
- **UC Irvine Program in Nursing Science:** Directed the strategic planning process, leading administrators to define mission, vision, and core values, which provided the clear strategic focus necessary for the Program to **earn its School of Nursing designation**.
- **Medtronic Diabetes:** Created a how-to manual and contributed to a multi-channel patient education campaign to promote the use of CareLink Software, resulting in an initial **50% rate of adoption** among insulin pump users.

- **Cianna Medical:** Developed targeted marketing and P.R. materials for hospitals using a new Cianna MedTech product, **facilitating facility promotion as "early adopters"** of advanced breast cancer surgery technology and strengthening market positioning.
- **Fleetwood RV:** Produced high-stakes tactical presentations for key executives at the American Coach pre-launch event, leading to ensuing sales that **exceeded expectations by more than 50%.**
- **M&M/Mars:** Developed strategic executive communications for an employee knowledge-sharing conference, driving a **40% increase in visits and contributions** to the company's international knowledge-sharing intranet.
- **Public Law Center (OC):** Wrote and directed three emotionally engaging video vignettes for the Public Law Center (PLC), directly contributing to the **annual gala raising a record-breaking amount of money** upon the video's debut.

Group Copy Supervisor / Copy Supervisor — Havas Lynx New York / Havas Health and You
2022–2025, New York, NY (Remote/full-time)

Created content across multiple pharmaceutical brands for both U.S. and global markets, ensuring alignment with complex physician and patient/caregiver strategies and regulatory guidelines.

- Mastered the MLR (Medical, Legal, Regulatory) review process, consistently referencing and annotating clinical and scientific documents to substantiate all claims and achieve rapid compliance approval.
- Led the development of **strategic messaging platforms and new positioning statements** for assigned brands, serving as the core voice of agency offerings.
- Contributed to **new business pitches and concepting activities** for brands across the agency portfolio, supporting business development efforts.
- Provided **strategic guidance and oversight to junior team members** to maintain high-quality deliverables and compliance standards.

Education

Master of Arts, Advertising and Public Relations
 Michigan State University, East Lansing, MI

Bachelor of Arts, French Language and Literature
 The University of Michigan, Ann Arbor, MI

Certified Ethical Advertising Executive
 Institute for Advertising Ethics