

How I work *

My typical work process:
from initial brief to approved artwork



1. **Receiving the brief**

Client sends the creative brief detailing the background to the project, the intended audience, objectives, deliverables, and timelines

2. **Research**

I carry out in-depth research of medical publications, clinical guidelines and the relevant regulations to inform content strategy and ensure compliance

3. **First draft and client review**

I create the first version in Word or PowerPoint, and send to the client with an annotated reference pack for feedback and amends

4. **Revisions and editing**

The content is refined based on the client feedback before it is sent to design. All claims are fact-checked and referenced

5. **Artwork finalised**

I oversee the artwork to ensure it is laid out correctly and do a final QC before sending back to the client for approval



Expertise from start to finish!

