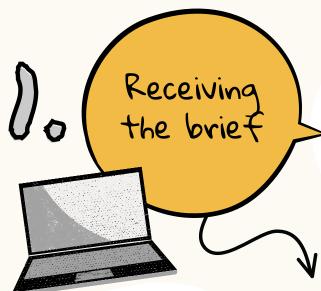
MEDCOPYWRITER

## How I work





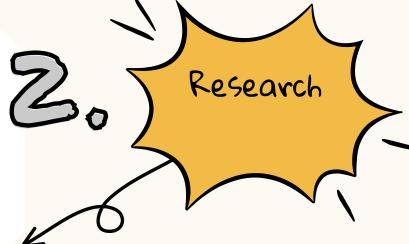
My typical work process: from initial brief to approved artwork



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



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



S.

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



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



Revisions and editing



Artwork

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!

