

Anna Svahn

4260 Broadway, #403
New York, NY 10033-3755
svahnna@gmail.com
917-447-7443

Work History:**Lead Content Strategist (Freelance), Publicis Groupe NA, New York, NY (2/14 – 6/15)**

Responsible for content strategy needs from discovery deck development to CMS uploads for the P&G Family Care, Oral Care and Feminine Care (Charmin, Puffs, BountyTowels, Oral-B, Crest, Pro-Health, 3D White, Tampax) Brand.com eCommerce template redesign. Deliverables included competitive analyses; content audits; strategic article analysis, review and copywriting; copy deck development; comp review and workflow; and client presentations. Created YouTube channel optimization for Oral-B. Did SEO for all projects, in place of a failed Catalyst deliverable.

Content Strategist, Deutsch Inc., New York, NY (9/10 – 12/13)

Responsible for content strategy needs within the user experience group. Established systems and guidelines for multiple platforms, built asset-tracking methods for global distribution, wrote and maintained copy decks for television, radio, print and digital campaigns, maintained CMS system, created SEO recommendation decks, performed asset audits, curated blog posts for digital banners, wrote video scripts for financial education series. Clients/Products include: Microsoft, PNC Bank, Outback, TNT, Epiduo, and Exelon Patch.

Freelance (3/09 – 6/10)**Sapient/Nitro, New York, NY (2/10 – 6/10)**

Content Strategist, George Washington University Website Redesign, Phase 2

Publicis Modem, New York, NY (3/09 – 5/09)

Lead Content Strategist, VaccineShoppe.com Redesign

Rethink Autism, New York, NY (3/09 – 4/09)

Content Manager, Copy Deck Development

Content Manager, Deutsch Inc., New York, NY (10/07 – 2/09)

Responsible for content management in an interactive development environment. Specific tasks include content audits, copy deck development, search engine optimization strategy development, asset audits, reference source documentation, client approval deck preparation, production hand-off deck preparation, and QA for redesign and original design work. Web sites include: Sanofi-Pasteur's VaccinePlace.com and DoItForYourBaby.com; Novartis Pharmaceuticals' Exelon Patch with www.ExelonPatch.com, www.MyCaregiversConnection.com and www.AlzheimersDisease.com; Ortho Women's Health with www.ThePill.com and www.OrthoEvra.com; and McNeil's www.tylenol.com.

Freelance (3/07 – 10/07)**Lawrence & Company, New York, NY (7/07 – 10/07)**

Senior Copy Editor, AMA Style

Centron Communications, a Division of HealthSTAR, New York, NY (3/07 – 6/07)

Senior Copy Editor, AMA Style

Copy Supervisor, BioScience Communications, Daniel J. Edelman, Inc., New York, NY (6/06 – 2/07)

Responsible for development of all editorial processes for medical education division of private global PR concern. Daily responsibilities include copyediting and fact checking journal manuscripts, slide kits, and single-sponsored publications in various media. Clients included Novartis' DPP-4 inhibitor Galvus and bisphosphonates Aclasta/Reclast; AstraZeneca's in-development antiplatelet AZD6140; speaker's bureau and advisory board materials for Pfizer's Viagra and Schering-Plough's Claritin; and numerous sponsored publications for Teva's Copaxone. Participated in successful pitch for Novartis' new antidepressant Valdoxan (agomelatine).

Freelance (7/05 – 6/06)**Saatchi & Saatchi Healthcare Communications, New York, NY (4/06 – 6/06)**

Senior Copy Editor, Consumer DTC/CRA

BGB New York, New York, NY (9/05 – 3/06)

Senior Medical Editor, Editorial Development

LLNS (Lyons Lavey Nickel Swift), New York, NY (7/05 – 9/05)

Copy Editor, Sales Force POA for Pfizer

Foot Cone & Belding, New York, NY (7/03 – 6/05)

Copy Editor, Scientific/Editorial Services, ProHealth, FCB HealthCare

Med Ed division of FCB HealthCare, MedAd News' 2005 Agency of the Year. Responsibilities included copyediting journal articles, slide kits, CME brochures, newsletters, CD-ROMs, and websites. Managed permission and submission processes. Streamlined editorial process with traffic forms, style guides, writer's packet boilerplate, and EndNote. Products included Gleevec/Glivec, Procrit, Fosamax, and Zocor.

Freelance (2/02 – 7/03)

Wishbone - ITP, New York, NY (6/03 – 7/03)

Production Editor, AMA Style

Regan Campbell Ward, New York, NY (8/02 – 9/02)

Project Editor, AMCP Dossier for Solvay

Sudler & Hennessey, New York, NY (6/02 – 7/02)

Copy Editor, AMA Style

Euro RSCG Nethod Circle, New York, NY (2/02 – 6/02)

Portal Editor, US Infectious Disease Website for Aventis

Office.com, a Service from Winstar, New York, NY (7/99 – 6/01)

Biotechnology Producer (11/99 – 4/01)

Managed daily content production for the biotechnology channel on Office.com (ODC); supervised 9 expert columnists, 6 freelance writers, and 3 subcontract general assignment writers; oversaw biotech channel's editorial calendar; performed industry trends analysis resulting in article assignments; edited resulting submissions, coded and posted articles to CMS and created feature images (daily use of Photoshop and hand-coded HTML); oversaw biotechnology community boards; researched and wrote articles; performed detailed website reviews for ODC members; attended industry meetings as press professional.

Content Liaison to Product Development (4/00 – 6/01)

Wrote or reviewed all product specification documentation; tracked bugs and product enhancements with ODC's PVCS Bug Tracker website; managed content bug/enhancement prioritization process with daily use of Microsoft Project Manager; performed and supervised QC review of bug resolutions.

Pre-Launch Role (7/99 – 11/99)

Produced weekly content for utilities, environmental services, and biotechnology channels; content team member for development of MyOffice.com, ODC's virtual office ASP (application service provider) component, and for development of the ODC intranet; managed 8 Montana-based copyeditors.

Pfizer (Corporate Affairs), New York, NY (9/95 – 7/99)

Associate Editor, Internet Communications (2/97 – 7/99)

Designed architecture, built pages and managed areas of global pharmaceutical site, www.pfizer.com; including press releases, article reprints, prescription information, disease-related site links, and product advertising library; designed architecture, "look & feel", and managed project team for divisional online employee directory; managed project team for development of site management database; presented talks on various internet topics to division; developed and managed corporate wide seminar series with various industry experts on website promotion; created editorial content for upper level pages; developed corporate site style guide; copyedited, proofread, and tracked all corporate site content; coordinated maintenance activities for divisional web applications; facilitated approvals, copyright releases and publication permissions; had QA responsibility for all Investor Relations materials and the Pfizer Medical Humanities web site, www.positiveprofiles.com; performed biweekly QC review of complete site; member of development team for interactive children's site, Pfizer FunZone, and public policy site, PfizerForum.

Business Technology Coordinator, Technical Planning & Analysis (3/96 - 2/97)

Developed training seminars (PowerPoint), provided desk-side training and on-call assistance for 150 employees; wrote, designed and produced brochures, style guides, and training materials for division; maintained Lotus Notes database to track divisional computer equipment.

Administrative Consultant, Business Technology Group (8/95 – 3/96)

Responsibilities included significant presentation work and training responsibilities in PowerPoint.

Educational Background:

William Smith College, BA in English

Skills & Interests:

InDesign, Illustrator, PhotoShop, HootSuite, SiteCore CMS, HTML Hand Coding, Microsoft Office
Avid chorale singer, member of world-renowned Collegiate Chorale