

Victoria Gant

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EXPERIENCE

Tag Communication Services. Senior Writer and Editor.

March 2018 - Present

- Writes and edits a wide array of marketing content (including white papers, brochures, social media posts, infographics, emails, and more) for clients at a business software enterprise
- Collaborates with clients from the start of the content creation process, helping them realize their vision and bring it to life with high-quality writing
- Edits and polishes event materials (including invitations, promotional emails, on-site guides, session abstracts, and signage) for some of the industry's largest conferences
- Trains and mentors new writers and editors on brand standards and project processes; helps keep freelancers up to date with evolving guidelines and emerging best practices

GlaxoSmithKline. Writer for the R&D Tech Innovation Hub.

May 2017 - March 2019

- Composed articles for internal publications about ongoing projects in GSK's Research and Development Innovation Hub, including medical apps and business improvement technologies
- Facilitated all aspects of interviews with national and international innovation leaders, engineers, project heads, and technology specialists regarding their projects
- Collaborated with subject matter experts to verify scientific and technical accuracy of articles prior to publication
- Crafted messaging for additional internal communication, including supplementary writing for newsletters and videos to create context and interest

Digitas Health LifeBrands. Regulatory Review Associate.

September 2014 - March 2015

- Prepared submissions, such as pharmaceutical websites, print advertisements, and promotional emails, for internal company review and submission to respective clients
- Planned and led meetings with team managers ranging from designers to physicians to discuss dates of preparation and submission for projects
- Served as the go-between for internal company review and pharmaceutical client submission in an extremely fast-paced, detail-oriented, and deadline-driven line of work

Drexel University. Certificate in Writing and Publishing Assistant.

April 2014 - July 2014

- Increased student enrollment in the Certificate in Writing and Publishing program through marketing initiatives such as advertising and information sessions as well as social media
- Bolstered student participation and a sense of community by planning events, workshops, and networking

National Board of Medical Examiners. *Communication Assistant.*

September 2013 - March 2014

- Wrote biographies, feature stories, and articles for the organization's historical centennial website
- Created graphics and edited the website with Adobe Photoshop and basic HTML skills
- Researched and studied over 100 years of medical practice/licensing history through the use of organizational documents, online databases, and medical journals

EDUCATION

Drexel University, Philadelphia, PA — *Master of Science, Bachelor of Science. Certificate in Writing and Publishing.*

September 2012 - June 2017. Accelerated B.S./M.S. Program.

Master of Science in Communication with a concentration in Science Communication; Bachelor of Science in Communication with a concentration in Technical and Science Communication.

PROJECTS

Little Dog Big Philly. Senior project and ongoing effort.

I created a guide for dog owners living in Philadelphia with this website (www.littledogbigphilly.com) in 2015 as part of a class project. I continue to maintain, write, and promote it to this day. While it is my personal endeavor, it is a source of high-quality professional content that provides an outlet for many of my interests and skills. I facilitate every step of the article writing process, from locating an interview subject and crafting questions to writing and editing stories. I host the site with a server on SiteGround.com and maintain it with WordPress.org. I promote my website with active, professional social media profiles on Twitter, Facebook, and Instagram.

Trash Talk. Drexel Humanities Fellowship Project.

I was selected as one of only 15 students in an undergraduate class of over 5,000 students to participate in the 2014 College of Arts and Sciences Humanities Fellowship Program. For my project, I worked one-on-one with a professor to write a scholarly literature review on how people communicate about trash. Over the three-month summer term, I conducted a massive search for relevant scholarly research. I read over 100 articles to determine relevance, and crafted webs of related hypotheses, methods, and findings. At the culmination of the project, I presented my findings to a group of Drexel University researchers at the Lindy Institute Networking Breakfast.

PUBLICATIONS

Gant, V. (2016). 'The new divide: How a scientist-gone-filmmaker thinks Hollywood can save science.' *JCOM*, 15(05), R01.

McClain, J. M., & Gant, V. (2016). How to Write about Music: Excerpts from the 33¹/₃ Series, Magazines, Books and Blogs with Advice from Industry-Leading Writers. *Popular Music and Society*, 39(5).

SELECT COURSEWORK

Medical Journalism; Science Writing; Technical and Science Editing; Crisis and Risk Communication in Public Health; Animals and Public Health; Environmental and Occupational Health; Sociology of Health and Illness; Ethics for Public Communication; Long-Form Journalism; Online Journalism; Copy Editing for the Media; Journalists, Courts, and the Law.