

JANE NEWMAN

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Location: Bay Area, CA | Boston, MA

SUMMARY

- Seasoned content strategist and product marketer with deep experience in healthcare, technology and biomedical science.
- Outstanding relationship -building skills, with a demonstrated ability for collaboration, negotiation and mentorship with internal and external stakeholders.
- A tenacious researcher and writer with the ability to synthesize large data sets and extract key points.
- Strong point of view on content strategy and organization, with the ability to effectively evaluate, plan and implement a vision.
- Understanding of digital development processes and user-centered approaches to maintain focus through concept to launch to optimization on large-scale projects.
- Keen awareness of current industry trends in digital strategy and drive to explore new methods.

SKILLS & EXPERTISE

Skills:

- Web/Mobile Analytics
- Wireframing
- SQL
- Program Management
- Writing/Editing (UX)
- User Documentation
- Media Production
- Strategic Planning

Expertise:

- Agile/Lean UX
- Taxonomies/Ontologies
- SNOMED/MeSH/SPL/LOINC/RxNorm
- EHR/EMR/HIE/HL7/FHIR
- Content & Digital Strategy
- Content Management Systems
- Marketing / CRM

Awards:

e-Healthcare Strategy Award
Platinum Award, Georgetown 2010

AIGA, CLIO, MITX Website Awards
massgeneral.org, 2009, 2010

Partners in Excellence Award
Mass General, 2008, 2009

EXPERIENCE

Senior Product Manager - Healthline, San Francisco, CA, 2014 -15

- Develop roadmap and lead team of engineers, designers, content professionals, physicians, and business strategists for the development of HealthlinePro, Healthline's first search product and content solution targeted at physicians.
- Lay groundwork for product development with selection of sources for content ingestion and crawling, search parameters, and customization of Healthline's proprietary health engine.
- Work with infrastructure team to develop self-service modules for indexing of customized content.
- Partner with colleagues in editorial to develop new tools that create opportunities to improve outcomes for patients.

Senior Product & Editorial Director - Mediscripts, San Francisco, CA, 2013-15

- Drove content strategy and production for new products and features, and managed existing product content, in partnership with marketing and sales teams..
- Negotiated content partnerships with major medical publishers, including Elsevier and MedPage Today.
- Responsible for user acquisition, business and editorial strategy.
- Planned and executed integration of open health data, and medical & scientific vocabularies and clinical sources.
- Supported Mediscripts' suite of clinical tools, including Smart eRx, an iOS/Android e-prescribing app.

Senior Copywriter - *Giant Creative Strategy, San Francisco, CA, 2012-13*

- Drove concepts through copy with art and technology teams to launch innovative and effective creative campaigns across existing and emerging platforms.
- Developed copy for multi-channel communications for print and digital platforms for unbranded & branded campaigns.
- Worked closely with account and medical/legal teams to ensure compliance with FDA regulations.
- Selected clients included Amgen, Shire, and Genentech.

Senior Project Manager- *Washington Hospital Center, Washington DC, 2009-11*

- Produced multi-platform strategic communications for a variety of audiences.
- Developed and produced georgetownemergencymedicine.org. After launch, website traffic quadrupled and applications to the training program tripled, enabling the program to reach its recruitment goals early and efficiently.
- Invited to join the Digital Health Executive Steering Committee for the MedStar Health, a nine-hospital system in the Mid-Atlantic.

Director of Communications & Special Projects, Dept. of Medicine - *Massachusetts General Hospital, Boston, MA, 2001-2009*

- Spearheaded a multi-platform communications strategy for Mass General's largest department.
- Led the development and implementation of the database architecture and taxonomy for the relaunch of massgeneral.org.
- Built all sites and wrote all copy for the 30 divisions within the Department of Medicine.
- Conceived and developed a web-based manuscript submission system with the blessing of Mass General's Chair of Medicine (Cecil's co-Editor) for the publication of the **23rd Edition of the Cecil Textbook of Medicine**, a classic medical reference. This platform is now (now called the EMSS) is used across Elsevier's publishing business saving millions in administrative costs for authors and editors.

CONSULTING

2005-present:

Content strategy, digital strategy, communications, user acquisition, editorial, and taxonomy development with a focus on healthcare and life sciences. 2005-present

Selected Clients:

- City of Oakland (CA)
- Doximity
- DraftFCB
- DrChrono
- Edison Nation Medical
- Embarcadero BID
- Fertility Within Reach
- Harvard Medical School
- Health 2.0
- IDEO
- Levi's
- Medyear / Personiform
- Office of National Drug Control Policy
- Pontis Orthopaedics/UCSF
- Sermo
- Scripps Clinics

EDUCATION

Graduate Coursework - *Harvard University, Cambridge MA, 2003 - 2006.* Computer science, education.

MA - *New York University, New York, NY.* Graduate program in Science and Environmental Reporting.

BA - *Colgate University, Hamilton NY.* Biology.