

Vanessa Vaillancourt

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Copywriter | Content Editor | Digital & Social Storytelling

- Copywriter and content editor who turns complex ideas into clear, compelling stories that make people stop, read, and engage.
- Experienced developing copy across social, digital, executive communications, campaigns, websites, and integrated marketing.
- Skilled at finding the human story behind scientific content and translating research, insights, and ideas into messaging that connects with audiences.
- Collaborative creative partner who can develop the big idea, shape the narrative, and refine every word through final review and approval.

Expertise

Social Media Copywriting • Copyediting • Healthcare Communications • Pharmaceutical Content • Disease Education • Content Development & Audits • Executive Ghostwriting • Thought Leadership • Campaign Toolkits • Filming Guides • Editorial Calendars • Brand Voice • Research Synthesis • AI-assisted Writing (ChatGPT, Claude, Grammarly) • SEO • Google Analytics • CMS • Sprinklr • Hootsuite • Microsoft 365 and Adobe Acrobat Pro • Proofreading • AP Style • Chicago Manual of Style • AMA Manual of Style

Professional Experience

Copywriter & Content Editor | Substance Global | April 2022 – August 2026

Created and edited content for a global healthcare and pharmaceutical brand, translating complex science and research into clear, engaging stories across digital and social channels.

- Wrote and edited patient- and audience-focused copy across LinkedIn, Meta, X, YouTube, websites, executive communications, campaign toolkits, and disease education initiatives.
- Developed headlines, social copy, campaign messaging, video scripts, thought leadership, and supporting content across integrated campaigns.
- Translated clinical studies, scientific data, and complex medical information into clear, engaging stories that made complicated topics approachable and relevant.
- Collaborated with strategists, creatives, medical reviewers, and account teams to develop ideas and messaging from concept through final approval.
- Ghostwrote executive thought leadership, turning industry trends and scientific advances into compelling, human-centered narratives.
- Researched therapeutic areas, publications, audience insights, and competitive landscapes to identify story angles and strengthen messaging.
- Edited and refined copy for clarity, voice, accuracy, consistency, and impact while navigating medical, regulatory, and legal requirements.
- Used AI tools strategically for research, ideation, drafting, and editing while maintaining editorial judgment, quality, and originality.

Representative work includes:

- Social media campaigns & channel copy
- Website & digital content
- Executive thought leadership
- Video scripts & filming guides
- Campaign messaging & toolkits
- Disease education & awareness content
- Editorial calendars & content audits

Digital Content Marketing Consultant | 2017 – 2022

Partnered with healthcare, technology, entertainment, and consumer clients to develop copy that informed audiences, strengthened brands, and supported marketing initiatives.

- Created copy for social media, website, blogs, email campaigns and executive communications.
- Simplified technical information into customer-friendly messaging that was easy to understand and engaging to read.
- Helped brands establish consistent voices across multiple digital channels.
- Produced SEO-focused content designed to improve visibility.
- Edited high-volume editorial content for Apple Music and other clients.

Social & Digital Content Strategist | FleishmanHillard + Content Works | 2015 – 2017

Created integrated digital campaigns for Fortune 500 and healthcare brands including AbbVie, BMW, FedEx, HP, GE Aviation, and Esurance.

- Developed campaign messaging, social copy, editorial calendars, and digital storytelling initiatives.
- Helped transform technical products into customer-friendly content.
- Collaborated with creative, strategy, and account teams to build cohesive, multi-channel campaigns.
- Mentored internal teams on storytelling, editorial standards, and best practices.

Earlier Editorial Experience

Led editorial teams, built content strategies, and produced audience-focused storytelling across journalism, entertainment, and digital media.

- Editorial Director, Freshwire
- Editorial Director, GetBack.com
- Director of Editorial Services, Warner Music Group, Burbank, CA
- Editorial Supervisor, Rhino Entertainment Company, Burbank, CA
- Reporter, *The Californian* newspaper, Salinas, CA

Education

Northwestern University, Master of Science, Journalism
Reed College, Bachelor of Arts, English