

## PROFESSIONAL EXPERIENCE

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**Senior Editor**, LION Magazine, Lions Clubs International, Oak Brook, Illinois 2017–Present  
Develop content for the monthly magazine for the world's largest service organization. As editor of the international headquarters edition, I dictate mandatory and recommended content for our additional 32 official editions published in 20 different languages.

- Create editorial calendar, including planned issue themes and cover stories
- Identify compelling stories and make assignments to assistant editors, freelance writers, and photographers
- Write and edit content for all departments
- Commission cover and interior feature art
- Maintain and grow stable of contributing writers, photographers, and illustrators
- Designed and implemented a new web platform for LION Magazine, July 2020
- Completed a full print redesign in May 2018

**Associate Creative Director**, closerlook, inc., Chicago, Illinois 2015–2017  
Led the creative team in the development and execution of digital pharmaceutical educational materials that adhere to FDA regulations; managed the Clinical Research Department, Writing and Art Director resources, and the Editorial Services department

- **Oversaw a team** of Art Directors, Writing Directors, Designers, Copywriters, Clinical Research Associates, and IxD professionals **in the development and presentation of digital pharmaceutical tactics and publications** such as:
  - Disease-state and branded websites, CRM email campaigns, physician and patient interviews for promotional videos and brand journalism, mechanism of action videos, mechanism of disease videos
- Annually worked with internal and client teams to **develop innovative, multi-channel brand plans** designed to meet each brand's strategic objectives
- **Supported new business pursuits** by organizing and contributing to presentations, writing and reviewing presentation decks, advising clients, etc.
- Consulted on timelines, budgets, and scope of forthcoming projects
- **Assisted in the hiring**, supervision, and management of creative resources
- **Developed and maintained set of SEO best practices** based on latest FDA guidance for social media

**Senior Writing Director**, closerlook, inc., Chicago, Illinois 2013–2015

- **Clearly and accurately communicated** the clinical aspects of all assigned pharmaceutical brands while maintaining a comprehensive list of all relevant citations and references
- **Led the effort to establish, enforce, and evolve Writing Competency best practices** at closerlook
- **Developed creative concepts** and treatment statements for pharmaceutical marketing campaigns
- **Led internal and client-facing creative meetings**, facilitating clients and coworkers through feedback process
- Developed, directed, and **managed the Clinical Research Department**
- **Hired and managed team of eight** copywriters and one clinical research associate

**Writing Director**, closerlook, inc., Chicago, Illinois February 2013–December 2013

**Freelance Medical Writer** 2008–2013

**Interactive Copywriter**, AbelsonTaylor, Chicago, Illinois 2005–2008

**Clinical Research Associate**, AbelsonTaylor, Chicago, Illinois 2004–2005

## TEACHING EXPERIENCE

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<i>Writing Tutor</i> , Nurturing Wisdom, Chicago, Illinois	June 2010–September 2010
<i>Writing Tutor</i> , 826 CHI, Chicago, Illinois	2008–2009
<i>Crew Member</i> , Little Shop of Physics, Fort Collins, Colorado	2000–2003
<i>Teaching Assistant</i> , Colorado State University, Fort Collins, Colorado	2001–2003
<i>General Science Tutor</i> , Front Range Community College, Fort Collins, Colorado	June 2003–August 2003

## EDUCATION

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<b>Bennington College</b> Bennington, Vermont	<i>MFA, Creative Writing, Fiction</i>
<b>Colorado State University</b> Fort Collins, Colorado	<i>BS, Medical Physics</i>

## PUBLISHED STORIES

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<i>The Art of Knotting and Splicing</i>	The Colorado Review Fall/Winter 2012
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## AWARDS AND DISTINCTIONS

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<i>The Art of Knotting and Splicing</i> 2014 Pushcart Prize Collection	Special Mention
<i>Breaking Things</i> Glimmer Train's Short Story Award for New Writers, February 2010	Top 25
PM360 Trailblazer Awards • Best Professional Campaign, 2011 • Best Professional Online Initiative, 2010	Finalist Finalist
Medical Marketing Association International Award of Excellence (IN-AWE) • Film/Video, Professional Education, 2006 • Interactive Website, Promotional, 2006	Gold Medal Bronze Medal
RX Club Award of Excellence, 2005	Winner

Erin M. Kasdin

## **VOLUNTEER EXPERIENCE**

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*Telescope Facilitator*, Adler Planetarium, Chicago, Illinois

2014-2015

*Docent*, Alfred Caldwell Lily Pool, Chicago, Illinois

2014-2015

## **RECOMMENDATIONS**

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### Professional

Andrea Burns  
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### Academic

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