

GENESIS BUSSEY

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EDUCATION

Bates College,
Bachelor of Arts, Major in English

Lewiston, ME
May 2024

EXPERIENCE

Associate Editor

DDB Health

June 2024 – Present

- Participated in weekly check-ins with Editorial Manager to receive and implement feedback on editorial reviews.
- Performed check changes, word-for-word reviews, first reads, second reads, and fact-checks in compliance with AMA Manual of Style and brand-specific style guide.
- Collaborated with cross-functional teams comprising copywriters, art directors, and project managers to deliver high-quality digital and print projects such as websites, e-mail campaigns, brochures, and advertisements.
- Revised content based on HPRC (Health Product Review Committee) feedback during check change rounds.
- Attended daily brand hotsheet meetings to review and prioritize daily deliverables.
- Participated in brand project kick-off meetings to align on content direction and expectations.
- Collaborated closely with copywriters during fact-checking to ensure medical accuracy and clarity of revised copy.
- Conducted editorial reviews for non-brand-specific projects, ensuring quality and consistency.
- Cross-checked and formatted reference citations in accordance with AMA style.

Editorial Intern

Imre

June 2023 – December 2023

- Extensive knowledge of AMA style, and pharmaceutical terminology to meticulously review, edit, and proofread diverse marketing materials, ensuring scientific accuracy, clarity, and adherence to brand and legal guidelines.
- Support in establishing and maintaining brand style guides, facilitating consistent messaging across various materials; aid in resolving content disputes and navigate exceptions to standard grammar and punctuation in line with brand-specific requirements.
- Conducted thorough fact-checking and reference annotation, ensuring accurate and reliable information presentation.
- Facilitated in implementing efficient workflow processes and standard timelines for editorial jobs, assisting in managing the influx of assignments while striving for timely, high-quality outcomes; learned from and provided support to the editorial team to foster department efficiency.
- Ensured precise and clear presentation of scientific content, whether through correcting grammar and spelling, revising medical copy for technical accuracy, or checking facts with document authors, contributing significantly to the brand's reputation for reliability and excellence in the pharmaceutical industry.

Contributing Writer

The Bates Student

September 2022 – May 2024

- A solid understanding of AP style to ensure consistency and professionalism in writing, adhering to industry standards for grammar, punctuation, and formatting.
- Author engaging and well-researched feature articles, providing in-depth insights into student profiles, campus trends, and cultural happenings, contributing to the diversity of content.
- Participated in the editorial process by providing and receiving constructive feedback, contributing to the improvement of content quality and adherence to editorial standards.

SKILLS

Editing • Proofreading • Fact-Checking • Research • AP Style • AMA Style • FDA Guidelines • MS Office Suite • Hive • Adobe Acrobat