

C A S S A N D R A A . R I C H A R D S

Editor / Writer / Copy Editor
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I am a journalist with more than 17 years of experience in news reporting, writing and editing. I enjoy a fast-paced environment with challenging tasks.

Executive Editor • October 2010 - Present

SLACK Incorporated, Thorofare, N.J.

- Responsible for two award-winning medical newspapers: *INFECTIOUS DISEASES IN CHILDREN* and *INFECTIOUS DISEASE NEWS*.
- Generate all story ideas for print and at least six daily web postings; develop ideas for online resource centers.
- Proofread all copy and layout for the print publications, totaling on average 80 tabloid-size pages a month.
- Manage a staff of writers and assistant editors; work closely with editorial director, chief medical editor; physician board members; and key opinion leaders.
- Coordinate simultaneous projects associated with branding the publication, including helping to plan an annual meeting in New York City with more than 700 physician attendees.
- Attend medical conferences to report on scientific sessions featuring US and international speakers; write several stories daily for web posting during the meeting; and meet with organizing societies.
- Arrange and host annual editorial board meetings in designated cities.
- Knowledge of American Medical Association and Associated Press writing styles.
- Working knowledge of content management system (Sitecore), video sharing site (Magnify), social media (Facebook and Twitter), web analytics, SEO tools and html.

Freelance Medical Writer/Editor • April 2002 - October 2010

C. A. Richards Consulting, Shamong, N.J.

- Wrote and edited news and feature stories for various medical newspapers.
- Worked with TheraSim Inc. to write (using Microsoft Word and html) and copy edit clinical patient simulations for use as online CME credit and as a training tool for medical students in the United States and abroad; used proprietary CMS.
- Wrote and copy edited continuing education projects and needs assessments in variety of specialties for Medscape.
- Transcribed physician roundtable discussions for Bryn Mawr Communications.
- Attended pharmaceutical advisory board meetings as a contractor for Meetings in Medicine and drafted comprehensive meeting minutes outlining plans for marketing of proprietary products.
- Managed several projects simultaneously and adapted quickly to new systems and processes.

Managing Editor • November 1998- April 2002

SLACK Incorporated, Thorofare, N.J.

- Managed two newspapers: *INFECTIOUS DISEASES IN CHILDREN* and *INFECTIOUS DISEASE NEWS*.
- Generated story ideas and proofread all copy and layout.

Staff Writer • October 1996- November 1998

SLACK Incorporated, Thorofare, N.J.

- Full-time writer for *INFECTIOUS DISEASES IN CHILDREN* and *INFECTIOUS DISEASE NEWS*. Researched and generated story ideas related to child and adult vaccines. Developed additional feature stories and themes for monthly special sections.

Proofreader/Copywriter • December 1995-October 1996

Sbar's Inc., Moorestown, N.J.

Reporter/Editor • December 1994-November 1995

The Prince William Journal, Manassas, Va.

EDUCATION

Bachelor of Science, News-Editorial Journalism • 1994

West Virginia University, Perley Isaac Reed School of Journalism

References available upon request.