



# Alisa Bonsignore

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## Overview

I help clients with communications strategy, aligning messaging for channels beyond the web. I distill sophisticated clinical and technical concepts into concise prose that targets the relevant audience: C-level executives; healthcare administrators; clinicians; IT managers; and patients/consumers.

## Areas of Expertise

**Industries:** Medical devices; pharmaceuticals/genomics; healthcare IT; network security; cloud services; analytics

**Resources:** Communications strategy; branding/messaging analysis; white papers; case studies; solution/technical briefs; sales tools and training; video/animation scripts; web content; executive/internal communications

## Mentoring and Training

I speak at conferences and workshops, educating independent contractors on small business and professional development issues.

**Speaking Engagements:** Society for Technical Communication (STC); American Medical Writers Association (AMWA); LavaCon Conference on Content Strategy and TechComm Management; Maker Faire Bay Area; Creative Freelancer Conference (CFC); American Society of Journalists and Authors (ASJA); International Association of Business Communicators (IABC)

## Work History

Clarifying Complex Ideas: Writer, Strategist and Speaker	2006-present
Nellcor Puritan Bennett/Covidien: Marketing	2005–2007
Juniper Networks: Product Marketing	2004–2005
McAfee: Product Marketing/Marketing Communications	2001–2004
iMiner (data mining): Content Management, Taxonomy	2000–2001
Freelance: Web Writing/Editing	1998–2006
Chilton Publishing: Writing/Editing	1995–1998

## For Additional Information

Professional samples: <http://clarifyingcomplexideas.com>

Additional samples are available upon request.

Professional recommendations: <http://www.linkedin.com/in/alisabonsignore>