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William May

401 N Church St
Charlotte, NC 28202

EDUCATION

Wake Forest University
Bachelor of Arts in English; Dean's List, Honors in English

Winston-Salem, NC
May 2020

Queen Mary University of London
Associate Student, School of English and Drama

London, UK
Jan - April 2019

PROFESSIONAL EXPERIENCE

Copywriter at Eversana Intouch, Remote

May 2023 – Present

- Developed over 50 pieces for pharmaceutical brands, including IMBRUVICA® and KORLYM®
- Wrote new content for sales aids, websites, conferences, banners, and emails, and presented to clients
- Collaborated with art, regulatory, content strategy, and user experience to create FDA-approved pieces
- Annotated content in A.M.A. style with updated reference citations in collaboration with editorial
- Directed hierarchy and placement of content for both healthcare provider and consumer audiences

Associate Account Manager at Flores and Associates, LLC, Charlotte, NC

Feb 2021 – May 2023

- Managed 65 - 75 client relationships at a time with a high standard of service to ensure satisfaction
- Provided solution-focused approach to client issues and audited client accounts to improve performance
- Facilitated over 30 client implementations through meetings and presentations with client contacts
- Advised clients on maintaining compliance, utilizing knowledge of benefit laws and restrictions

Communications Assistant at Teach A Man To Fish, London, UK

Jan - April 2019

- Designed over 20 posts for Facebook, Twitter and Instagram to promote flagship campaign
- Drafted and edited inspirational stories from 4 different interviews with campaign beneficiaries
- Identified over 50 candidates for partner organizations through extensive research of peer networks

ACTIVITIES and VOLUNTEER EXPERIENCE

Senior Writer at Old Gold & Black, Winston-Salem, NC

Oct 2017-May 2020

- Wrote over 40 articles as a staff writer that were published in news, life and sports sections
- Commissioned over 100 articles from contributors over 2 semesters as sports editor and news editor
- Edited submitted content and gave feedback to adhere to newspaper's style and standards
- Conferred with editors and executive staff to determine weekly news section coverage and focus

Publications Director at Wake Radio, Winston-Salem, NC

Aug 2017-March 2020

- Initiated contact with campus publications to facilitate the production of music-related content
- Represented organization at Hopscotch music festival and provided press coverage of event
- Designed, constructed and launched organization's website via Squarespace software
- Coordinated website construction with university administration and other executive members

SPECIAL SKILLS

- Proficient in Microsoft Word, Excel, Powerpoint; Adobe Creative Suite
- Experience using Squarespace, Canva, Figma and Veeva Vault