

# Alice Lesch Kelly

Freelance Content Marketing Writer, Copywriter

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I work with agencies, organizations, and individuals who wish to use high-quality content to build relationships with audiences. Using compelling narrative, inspiring stories, and research-backed advice, I create content that builds brand loyalty and motivates readers to take life-changing action.

## Content Solutions

Articles	Ebooks	Patient Guides	Strategy Guides
Blogs	Emails	Radio Scripts	Wallboards
Book Proposals	Landing Pages	Slide Shows	Website Content
Books	Op-Eds	Sponsored Content	White Papers

## Clients/Brands

AARP	HealthCentral	Remedy Health Media
American Cancer Society	Health Media Network	Robin Wilson Home
Bender Strategies	Imagination Agency	Spirit of Women Agency
Berkeley Health After 50	Influence Health	<i>The Doctors</i> TV Show
Boston Globe BrandLab	Johns Hopkins Medicine	The Hired Pens Agency
Boston University	March of Dimes	The Personal Brand Company
Central Maine Medical Center	Mass Save	UMass Memorial Healthcare
Entrinsic Health Solutions	Nemours Children's Health	Vistaprint
Evariant	Pace Communications	Washington Post BrandStudio
Eversource	PatientPop	WebMD

## Some Recent Projects

- **Boston Globe BrandLab:** Articles sponsored by Bright Horizons, Bosch, Derby Street Shops, and more
- **Health Media Network:** Tablet content, video scripts, and wallboards on a variety of health topics
- **PatientPop:** Monthly blogs for 10-15 physician practices on a wide range of health topics, including women's health, heart health, diabetes, bariatric surgery, back pain, family medicine, and dental care
- **Boston University:** Articles about sustainable fashion and student brand ambassadors for BU Today
- **Washington Post BrandStudio:** Interactive articles on careers, caregiving, cybersecurity, and brain health sponsored by AARP
- **Bender Strategies:** Expert-bylined op-eds published in the *Boston Globe* and the *Baltimore Sun*
- **Berkeley Health Over 50:** Articles on a range of topics, including brain health, dialysis, and pneumonia
- **Influence Health:** Major web content refresh for two hospital systems
- **The Hired Pens Agency:** Patient care guides, landing pages, and nurturing emails for a variety of hospital systems; topics include cardiology, scoliosis, eye health, organ transplant, and joint replacement
- **The Personal Brand Company:** Book about gender equity in the workplace, *The Dignity Mindset*, written with corporate coach and keynote speaker Susan Hodgkinson
- **Eversource:** Website content (B2B, B2C) about upgrading equipment for energy savings and reducing residential energy costs

## ***Background***

**Print:** Articles in more than 50 magazines and newspapers, including *The New York Times*, *The Los Angeles Times*, *MORE*, *Woman's Day*, *Reader's Digest*, *Prevention*, *Shape*, *Health*, *Eating Well*, *SELF*, *Parents*, *Parenting*, *Yoga Journal*, *Martha Stewart Living*, and *O, the Oprah Magazine*

**Digital:** Web content appears on WebMD, LifeScript, WeightWatchers.com, Today.com, About.com, CompletelyYou.com, and many others

**Books:** Co-writer/ghostwriter of 16 successful consumer self-help books written with physicians, psychologists, small business owners, and other SMEs, including three *NY Times* bestsellers

**Awards:** National Health Information Gold Award; American Medical Writers Association Awards of Excellence; Maggie Awards for Excellence in Magazine Writing; Books for a Better Life Finalist; International Book Awards Finalist; Mom's Choice Awards Gold Medal

**Education:** BA in journalism/Syracuse University, MA in creative writing/Boston University

**Professional Life and Health Coach:** Fully trained in Co-Active Coaching through the Coaches Training Institute; pursuing certification by the International Coach Federation; completed training in health coaching through Wellcoaches School of Coaching; maintain a private practice as a life/health coach and writing coach

### **Other Experience:**

- Adjunct instructor, nonfiction writing, Emerson College
- Contributing writer, *Fit Pregnancy Magazine*
- Senior Editor, *Walking Magazine*
- Daily newspaper reporter, Gannett and Newhouse newspapers

## ***Recommendations***

### **Dan O'Sullivan, co-founder, The Hired Pens, a Boston copywriting agency**

"Alice consistently turns out high-quality work. Equally important, she meets deadlines and is always a pleasure to work with. My partner and I have nothing but good things to say about her!"

**Susan Hodgkinson, CEO, The Personal Brand Company:** Alice is a fantastic writer and collaborator. She holds herself to the highest standards and is very resourceful when conducting research."

**Todd Dezen, March of Dimes:** "Alice has an amazing ability to simplify complex medical language for a mass audience. She always meets deadlines. She's dedicated and a joy to work with."

**Wes Isley, Pace Communications:** "Alice knows how to take medical jargon or lingo and turn it into interesting articles targeted to a general audience. She also understands how to work in the specific tone and messaging preferred by my client."

**Bob Barnett, Cancer Health Magazine:** "Alice's work is always informed by the latest science, tailored to the specific audience for which she's writing, and written in a fun, engaging style."

**Travis Stork, M.D., author of NY Times #1 bestseller, The Lose Your Belly Diet:** "It was an absolute joy working with Alice. She is talented, knowledgeable, and dedicated to getting things right."

**Deborah Pike Olsen, executive editor, Wainscot Health Media:** "Alice is a real pro when it comes to health writing. Her stories are compelling and thoroughly researched, and she's a pleasure to work with."