

# KEITH GILLOGLY

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## EXPERIENCE

Versatile writer and editor with more than 15 years of experience in print and digital communications; health, science, and legal writing; journalism; content writing; and proofreading

### **CROWLEY WEBB ADVERTISING AGENCY**

**BUFFALO, NY**

Editor

2024 to present

Proofreader

2022 to 2024

- Editing written print and digital materials, including web pages, brochures, posters, social media postings, and more to ensure copy is clear, succinct, and error-free
  - Key editing projects have included a financial institution's annual report, a nonprofit foundation's revamped website, and pharmaceutical companies' study recruitment materials
- Holding editorial team meetings discussing style rules, strategy, and projects
- Helping manage and track agency and client style updates, usage, and editorial preferences

### **UNIVERSITY OF PITTSBURGH SCHOOL OF MEDICINE**

**PITTSBURGH, PA**

Health Sciences Writer/Proofreader

2014 TO 2021

- Contributed writing, ideas, and editing to the School of Medicine's annual report, fact book, graduation booklet, various websites, and social media accounts
- Written projects included:
  - Revamping copy for the health sciences schools' flagship website
  - Writing stories and reports about antibiotics resistance, traumatic injury care, vaccine trials, and other biomedical research findings and topics
  - Composing spoken remarks and correspondence for the medical school's dean
  - Creating copy for eblasts, posters, pamphlets, and other promotional materials for the university's annual scientific symposium, guest speaker series, and more
- Proofread copy for adherence to style guidelines and tracking new usage rules
- Performed a variety of administrative tasks to update databases, manage continuing education credits, and support event flow for university activities

## FREELANCE WRITER

2010 TO PRESENT

- Writing a variety of reported news and feature stories; SEO-optimized blog posts, landing pages, and marketing content; service pieces; and more for consumer magazines, company websites, institutional publications, and other outlets. Clips at [KeithGillogly.com](http://KeithGillogly.com).
- Highlights include:
  - A collection of stories on agricultural and materials science technologies for *Wired*
  - Coverage of Pittsburgh's health care and business institutions for *Pittsburgh Magazine* and other outlets
  - Articles and blog posts detailing practice areas and boosting page rankings for various personal injury, business, and estate planning law firms

## DORM COMPANY CORPORATION

BUFFALO, NY

Content Writer

2013 TO 2014

- Wrote and edited content for an online dormitory supplies retailer, including product descriptions, blog posts, and promotional materials, while focusing on SEO optimization

## MEDIA SALES PLUS, INC.

BUFFALO, NY

Vital Notice Representative

2011 TO 2013

- Copyedited and proofread death notices for various newspapers in a center that handles outsourced duties for U.S. newspapers

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## EDUCATION

### UNIVERSITY OF PITTSBURGH

PITTSBURGH, PA

Bachelor of Arts • Major: English Writing • Minor: Legal Studies

2007 TO 2011

Master of Arts • Major: English

2017 TO 2020

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## ADDITIONAL SKILLS

- AP Style, Chicago Manual of Style
- AI assistive technologies (Chat GPT, QuillBot, DALL-E)
- Various CMS platforms (Asana, Teamwork)
- Basic Photoshop

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The publications, companies, and organizations I have written for include:

