

# Patricia Fogarty

SEO, UX, and Marketing Copywriter

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## EXPERIENCE

### **Thomson Reuters** (Contract) — *Sr. UX Writer/Content Designer*

2021 – Present

Work to create user experiences that educate and engage for market-leading legal and tax industry websites. Collaborate with designers, developers, project managers, business analysts, researchers, accessibility experts, and product owners in an agile environment to continually iterate improvements. Enthusiastically participate in strategy sessions, design sprints, and user testing to make discoveries about user expectations, needs, and behavior.

### **Freelance** — *Copywriter*

2006 - Present

Craft a wide variety of marketing collateral including direct response web copy, white papers, case studies, e-newsletters, video scripts, press releases, copy decks, advertorials, executive bios, feature articles, training programs, and workbooks. Work closely with and/or manage projects with designers, SMEs, developers, etc.

Sample copywriting topics include enterprise security, SAAS, LEED building, transportation, warehousing, artisan carpentry, pet products, custom design furniture, and multiple medical sub-specialties (otolaryngology, oncology, cardiology, urology, and more).

Notable clients include Siemens, American Burn Association, Loyola University Health System, Stritch School of Medicine, and Cook County Assessor's Office, among others. Also, smaller businesses and nonprofits.

### **Humana, Inc.** (Contract) — *UX & SEO Copywriter*

2016 - 2020

Responsible for the dental and vision verticals; assisted with sales agent and group Insurance verticals. Wrote and tested UX copy for main sales funnels. Wrote dozens of SEO articles for multiple audiences (adults, parents, teens, seniors).

### **Freelance** — *Voice-Over Talent*

1985 - Present

Voice commercials and corporate narrations. Also record audio books, website video narrations, phone message systems and more.

Major clients include Bridgestone/Firestone, Oasis Audio, American Burn Association and Private Trainers Association.

## SKILLS

- SEO copywriting
- UX writing/Content design
- Direct response copywriting
- Turning complex material into compelling copy
- Working within brand standards
- Adopting the voice of the client
- Identifying the needs and pain points of target audiences
- Research
- Interviewing
- Project management
- Annotations and citations
- Experience with multiple copy formats:
  - Web pages
  - Lead magnets
  - Sales pages
  - Landing pages
  - Articles
  - Blog posts
  - Press releases
  - White papers
  - Case studies
  - Newsletters
  - Video scripts
  - Executive bios
  - Copy decks

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## **Loyola University Health System** — *Writer & Video Producer*

1985 - 2006

Wrote all video scripts and produced dozens of promotional, educational, and training videos for major metropolitan health system.

Covered numerous medical subjects such as cardiology, neurosurgery, obstetrics, oncology, cardiac transplantation, pediatrics, JCAHO regulations, oncology, safety, etc.

Target audiences were varied: patients, staff, nurses, doctors, donors, and the general public.

Types of videos produced included:

- ▶ Online education
- ▶ Training videos
- ▶ Educational programs
- ▶ Fundraising appeals
- ▶ Video histories
- ▶ Tribute videos
- ▶ Etc.

Assisted media relations division by crafting press releases, articles, and staffing press conferences.

## **EDUCATION**

### **Columbia College Chicago** — *B.A. Media Production*

Comprehensive education in radio and television production, from scriptwriting and shooting to post-production.

### **American Writers & Artists Institute**

Completed advanced training in the following:

- ▶ Web Copywriting
- ▶ B2B Copywriting
- ▶ SEO Research and Copywriting
- ▶ Email Copywriting
- ▶ White Papers
- ▶ Case Studies
- ▶ Books/eBooks

## **SOFTWARE**

- Figma
- Jira
- WordPress
- Lucidchart
- Abstract
- MS Office Suite
- SharePoint

## **TRAITS**

- Life-long learner and marketing junkie
- Big picture vision with attention to detail
- Seeks to constantly improve professional skills
- Works to improve processes and procedures
- Comfortable working as part of a team or independently
- Informed of industry best practices
- Eager to learn and try new things