

# Yael L. Maxwell

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## PROFESSIONAL EXPERIENCE

**Cardiovascular Research Foundation;** New York, NY – *Senior Medical Writer/Editor* **Sept. 2011 – Present**

- Writing and editing articles on interventional cardiology for an educational news website drawing 60K monthly visits.
- Reporting for TCTMD.com as senior associate news editor (promoted from associate news editor) from peer-reviewed journals and large international cardiology conferences including ACC, AHA, TCT, EuroPCR, and ESC.
- Editor of TCTMD's Fellows Forum; writing features, profiling fellows and program directors, producing video content, managing and editing a network of bloggers, coordinating quarterly eblasts.
- Strategizing on social media to connect with readers, promote stories, and foster conversation on a day-to-day basis, but especially at medical conferences; creating an online persona that will help brand my website and myself as a journalist.
- Summarizing the findings of new studies on individual PowerPoint slides for use at the foundation's annual conference.
- Covering major FDA approval and panel meetings regarding relevant new pharmaceuticals or devices.
- Interviewing expert cardiologists on-camera regarding highlights of cardiology conferences for an international audience.
- Researching, writing and, editing various white papers and scientific articles for the foundation's faculty.
- Managing network of freelancers and educating writers on style adherence; created the TCTMD style guide.
- Attending smaller CRF-sponsored meetings and symposia in an editorial capacity.
- Writing and editing for a lay audience for the organizations' internal newsletter *CRFInsider*.

**Awesome in New York;** New York, NY - *Editor/Blogger* **Jul. 2010 – Present**

- Blogging about the zeal for originality I find throughout the city with an average of 2,500 monthly page views.
- Covering food, style, and fitness events within New York City and hosting giveaways for Broadway show tickets.
- Managing relationships with PR contacts for the city's top restaurants, venues, fitness studios, entertainers, and spas.
- Featured on Travelocity's national e-newsletter and hit 80,000 page views in a single day.

**Lymphoma Research Foundation;** New York, NY - *Research Projects Manager* **Sept. 2009 – Sept. 2011**

- Served as Managing Editor for *Research Report*, a quarterly newsletter; writing, researching, editing, laying-out, and coordinating mailings. Ghostwrote cover letters from the CEO to be mailed with newsletter.
- Wrote and edited all research related content for LRF's re-launched website. Social media working group, active member.
- Planned and executed professional education events. Represented LRF at national conferences.
- Managed grant review processes and troubleshoot application difficulties. Managed department intern.

**Database Publishing Consultants, Inc.;** New York, NY - *Office Administrator* **Aug. 2008 – Sept. 2009**

- Maintained daily office routine while answering phones, filed confidential documents and assisted President/CEO.
- Human resources administration; health, dental, and 401k plan benefits administration; new hire take-in and training.
- Marketing assistance writing blogs, press releases, and case studies; SEO copywriting; event planning and coordination.

**NOVA;** Brighton, MA - *Research/Production Intern* **Jan. – May 2008**

- Assisted producers with research for science-based documentaries. Screened potential films for production on PBS.

**Carolyn's Compassionate Children;** Boston, MA - *Book Chapter Editor* **Aug. 2007 – Mar. 2008**

- Compiled stories of young cancer survivors for three chapters of the book *Perseverance*, published August 2009.

**Brigham and Women's Hospital;** Boston, MA. - *Public Affairs Intern* **Jul. – Aug. 2007**

- Wrote articles and took photographs for each of the three inter-hospital publications. Article research and interviewing.

## OTHER EXPERIENCE

**National MS Society;** Los Angeles, CA; Boston, MA; New York, NY - *MS Walk Team Leader* **Jan. 2004 – Present**

- Collected more than \$25,000 for research since team's inception. "Top 200 Club" member.
- Utilizing social media and email campaigns for the majority of fundraising. Planning fundraising events and raffles.

## EDUCATION

**Boston University;** Boston, MA **May 2008**

Bachelor of Arts degree in Environmental Science, Minor in Journalism; Dean's List

*Activities:* Staff Writer for the *Daily Free Press*, Israeli dance, sustainability council, sailing

*Study Abroad:* School for Field Studies, rainforest field research student in Yungaburra, Australia

## PROFESSIONAL FELLOWSHIPS AND MEMBERSHIPS

**Fellowship;** Current Health Media Fellow for the Center for Health, Media & Policy at Hunter College

**Member;** National Association of Science Writers, Association of Health Care Journalists, and Science Writers in New York

## INTERESTS

International travel, reading, yoga, baking, digital photography, wedding officiating, and New York City history.