



## ANDREA CIFELLI, Medical Communications Consultant

### My services

I offer a range of freelance/consulting services to support medical/marketing communications programmes:

- Strategic communications consulting
- Account management
- Programme delivery/project management
- Scientific writing (range of styles from primary publications to newsletters)

I am home based (Sussex, UK) but can work in-house (or on site) as required.

### My experience

- expertise in the management and delivery of medical communications programmes and in communicating medical and scientific issues, gained during over 13 years experience in a communications agency environment, 7 years experience in medical/marketing within the pharmaceutical industry and 6 years in bench research
- developed and managed major (>\$2m) accounts, and successfully delivered programmes of all types, including large publications programmes, opinion leader development, meetings (from small ad boards to large stand-alone meetings), competitor reports, monographs, slide programmes and other multimedia resources
- a track record of managing people and leading cross-functional project teams, as well as a proven ability to develop effective working relationships, and to influence and persuade people at all levels

### My skills

- agency experience as a scientific writer, an editorial manager and most recently as account director/strategic consultant
- business operations expertise (including process improvement, business accounting)
- strong written and verbal communications skills
- computer literacy - including expertise in database and data handling projects, and expertise in MS Office PowerPoint, Word, Excel
- proven project management skills

### My therapy area expertise

- particular expertise in respiratory medicine, but also experience in infectious diseases, cardiovascular and critical care medicine, female health and other areas – and proven ability to develop an understanding of both the science and the marketing issues in new areas, as required

**Contact me** ([info@acmedcom.co.uk](mailto:info@acmedcom.co.uk)) to discuss my services and rates, or to request a copy of my full CV