

ALEXANDER JOURDAIN KEOWN

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WRITER | EDITOR | COMMUNITY & PROJECT MANAGER

PROFILE

Experienced communications specialist and writer with 10+ years of success in journalism, content strategy, and corporate communications. Proven ability to craft clear, compelling narratives across industries including healthcare, biopharma, technology, and business. Skilled in transforming complex topics into accessible content that engages target audiences and supports organizational goals. Adept at managing editorial calendars, conducting executive interviews, and producing a range of materials including thought leadership, articles, white papers, and digital content. Recognized for precision, adaptability, and a strategic approach to storytelling.

PROFESSIONAL EXPERIENCE

Senior Life Sciences Writer and PR Specialist at Inspire Agency

January 2022 – Current

I work with Inspire Agency's life science clients to create compelling content for print and online publication for clients. Types of content include thought leadership articles, blog and social media posts, key messaging documents, press releases and editorial guides, pitch deck content, as well as byline articles for clients to submit to outlets and journals. I develop relationships with the media and pitch potential stories. Additionally, I developed PR processes for Inspire Agency clients.

Lead Life Sciences Writer at BioBuzz

October 2020 – October 2023

As lead life sciences writer, I wrote articles about new therapeutic modalities in the pharma and medtech sectors that are developed by companies within the BioHealth Capital Region, Research Triangle Park and the Greater Philadelphia area. Helped the managing editor with editing duties using AP style, and published articles using BioBuzz's content management system and website.

Senior Writer at BioSpace

January 2015 – December 2022

Created multiple daily, in-depth news articles about global drug development trends, clinical trials and approvals in the pharmaceutical and biotech industries. Articles rely on a variety of sources including data provided by companies and regulatory agencies, as well as interviews with industry leaders. I also edited content written by other reporters using AP Style guidelines.

Freelance Writer at I-95 Business Magazine

May 2021 – Current

Regularly contribute feature articles and cover stories about the diverse business landscape across the Mid-Atlantic region. Regularly profile entrepreneurs and business leaders who make a significant impact within the region, as well as write articles about innovation, technology and economic development.

Freelance Writer at Community Health Magazines

December 2016 – Current

Write articles with a community focus for regional magazines published in New York, Pennsylvania and Michigan. Content spans a variety of topics such as employee assistance and wellness programs and other health-related topics.

Freelance Writer at The Baltimore Sun

June 2022 – Current

Create articles for the Sun's higher education special sections. The articles profile innovative teaching programs within Maryland's colleges and universities.

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Freelance Writer at The Chicago Tribune October 2014 – 2019

Develop articles on various topics, including local governments and human interest pieces for the Chicago Tribune and its suburban publication, as well as human interest pieces.

Freelance Content Editor at Entrepreneur March 2016 – January 2017

Edited articles from global contributors for Entrepreneur's online platform.

Freelance Writer at Woodworking Network May 2014 – March 2015

Produced five to 10 daily briefs about companies in the pulp and lumber business, from tree to finished product.

Publication Manager at Hibu – (Remote) King of Prussia, PA April 2013 – April 2014

Full-time position where I launched, marketed and managed publication of 8 monthly hyperlocal community magazines in suburban Chicago. Wrote feature stories, edited submitted content.

- Led Midwestern field team projects on time management and daily productivity goals. Collaborated with sales, design and pagination departments..
- Managed 168 pages of editorial content per month.
- Engaged with and managed editorial and photographic contributions from over 200 community stakeholders, including nonprofits, business leaders, organizations, and community advocates.

Associate Writer at Sunshine Review – Chicago, IL November 2010 – April 2013

Served as project manager in charge of building and updating wiki pages dedicated to tracking public pension reports, both actuarial and legislative, in multiple states, including Illinois, Michigan and California. Assisted in annual project to provide transparency grades to more than 6,000 state and local government websites.

Independent Projects

Maryland Stem Cell Research Fund: Draft content and assist with the layout of MSCRF's 2023 and 2024 annual report. Create social media posts.

Maryland Tech Council: Write "It's Better Here" articles featuring life sciences and tech companies for monthly newsletter.

Theradaptive, Inc.: Assist media team with drafting press releases highlighting the company's clinical assets and business development programs.

Vaxxinity, Inc.: Create web profile of company executives.

Navigator Business Solutions: Write long-form article highlighting Enterprise Resource Planning system Support for Center for Breakthrough Medicines.

Vesselon Inc.: Ghostwrite thought leadership article for company CEO

Sterling Bay: Ghostwrite executive op-ed and draft advertorial articles highlighting company's design schemes for life sciences complexes.

ixlayer: Draft web content highlighting the role of innovation in healthcare.

EDUCATION

East Carolina University, Master of Arts Degree in History

Appalachian State University, Bachelor of Arts Degree in Political Science