

Timothy Agnew

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Member, American Medical Writers Association (AMWA) | Writing Samples: [CME Needs Assessment](#) · [CME Monograph](#)

CME Writer & Healthcare Content Strategist | Senior Copywriter | Executive Ghostwriting | SEO & Growth Strategy

Healthcare writer specializing in continuing medical education (CME) and medical communications, translating complex clinical concepts into precise, evidence-based content for medical education companies and provider networks.

Complemented by a decade of senior copywriting experience for Fortune 500 retail and consumer brands — PDP, brand, and campaign copy across 30+ global markets and 20+ languages, SEO/GEO strategy, and executive ghostwriting.

SELECTED HEALTHCARE & EXECUTIVE EXPERIENCE

Intent Copy Ink (Contract)

Senior Copywriter & Medical Ghostwriter | November 2020–Present

- Deliver ACCME-compliant CME content — needs assessments, enduring materials, outcomes reports — for medical education agencies and specialty networks by translating clinical literature into practice-gap-driven curricula, resulting in client retention.
- Ghostwrote executive thought leadership and B2B/B2C brand campaigns for Fortune 500 clients by pairing research-driven messaging with measurable growth objectives, resulting in an average 26% increase in organic traffic.
- Wrote SEO, blog, email, and landing-page copy for translation, nonprofit, and financial services clients; ghostwrote Invisible Parents (Patriot Publishing) and co-authored Kinesiology for Manual Therapies, 2nd Edition (Handspring Publishing).

Open Minds

Strategy Editor & Executive Ghostwriter | March 2022–July 2023

- Wrote and edited a weekly medical briefing on pharmaceutical science and healthcare policy for a global readership, ghostwritten in the CEO's voice.

PROFESSIONAL EXPERIENCE

Kidde Global Solutions (Kidde.com)

Senior Ecommerce Copywriter | July 2024–February 2026

- Wrote PDP, SEO/GEO, and product-launch copy for 50+ products and campaigns across the Kidde and Ring lines, driving a verified 34% increase in organic traffic while partnering with compliance and product teams on every launch.

Toppan Digital Language

Senior Copywriter | March 2022–May 2026 (recurring seasonal contract, spring/fall cycles)

- Write PDP and product description copy as senior copywriter on a global team, spanning 20+ languages and markets for Fortune 500 retail accounts.
- Write the complete fall/winter seasonal catalogue each year.

Maytronics US

Senior Copywriter | October 2022–October 2023

- Rewrote Amazon storefront listings, product descriptions, blogs, and slogans as part of a full brand-voice and brand-story revamp, reconstructing SEO strategy across product and content pages.
- Collaborated with performance marketing and design teams on omnichannel B2B/B2C messaging.

CORE SKILLS

CME & Medical Education Writing | Medical & Scientific Writing | Healthcare Content Strategy | Executive Ghostwriting | SEO Strategy | Conversion Rate Optimization (CRO) | Brand Voice Development | E-Commerce Strategy | Keyword Research | Semrush | AI Key-Phrase Search Methodologies | Healthcare & Science Thought Leadership