

Zoë Sanders

Is...

...an editor, content provider, copywriter and researcher for new media and print clients, predominately in the health information sector. Her work involves some IA, SEO, coding, CMS, photo editing and commissioning. She also produces interviews with expert healthcare professionals, is consulted on marketing strategy and heads PR campaigns.

Zoë can critically evaluate research to create evidence-based, clear and concise health information. She is a member of the British Medical Journalists' Association and her work has been certified by the Health on the Net Foundation.

Her experience has carved her a niche as an expert on health, parenting and nutrition.

Has...

...worked for leading providers of evidence-based health information including the NHS, BabyCentre, Dr Foster and Bupa.

She has been BabyCentre's health professionals' editor, the editor of the diabetes website LifeScan, a content provider for the NHS and an editor for Findus. She has also written referenced advertorials and patient leaflets for pharmaceutical companies such as Johnson & Johnson. Her short-term projects have included copywriting and content provision for Supernanny, T-Mobile, IPT Marketing and Dragon Brands.

She has a database of contacts for expert health professionals and has established solid working relationships within the medical media. She made celebrity contacts and gained experience in celebrity product placement, while working as a weekly columnist for TimeOut Magazine and producing case studies for the NHS Choices website.

Following leaving university Zoë spent over four years working in-house at TimeOut Ltd, primarily on their Eating & Drinking Guides and for the Eating Out section of their magazine.

Was...

... nominated for the Health on the Net Foundation award in 2010 and graduated from Brunel University with a First in English literature in 1997.