



PATRICK NIEDERRITER

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SKILLS

- CMS
- Twine
- Screenwriting
- Content Strategy
- Audio Recording
- Digital Marketing

EXPERIENCE

Senior Editor (Contract) August 2023 - Current
OPEN MINDS | Gettysburg, PA

- Researched and wrote daily Executive Briefings about emerging trends and issues in healthcare
- Audited and recommended strategy for 25 years worth of published content

Senior Content Strategist (Contract) December 2022 - March 2023
Electronic Arts | Redwood City, California

- Created and lead a comprehensive content strategy for EA app
- Streamlined content review and game publishing process
- Created a roadmap for future content updates
- Mentored copywriters
- Performed UX writing and copywriting across EA app

*Graduate School September 2021 - September 2022

Senior Copywriter July 2019 - June 2021
Highmark Health | Pittsburgh, PA

- Promoted to Senior Copywriter for Tonic, Highmark's in-house agency
- Created a new digital shopping experience for Medicare customers
- Redesigned and rewrote the B2B web portal
- Applied brand standards for tone and voice across all digital properties

Senior UX Writer April 2017 - July 2019
Highmark Health | Pittsburgh, PA

- Led content design across multiple departments to create the Highmark Plan App
- Lead strategy for a Medicare Advantage plan suggestion tool
- Created a digital publishing strategy for Caregiver Resources
- Developed Nittany Fit, a wellness game for Penn State Athletics
- Redesigned eBill and improved NPS scores by 50 pts
- Lead multiple workshops on phonesthetics, branding and customer journeys

Senior Creative Strategist CLC Agency Pittsburgh , PA	September 2015 - December 2016
• Created, pitched and won a \$250,000 nationally airing commercial • Wrote scripts and directed voice talent for hundreds of TV and radio commercials • Created comprehensive content and pricing strategies • Select clients: Liberty University, Kenny Ross, The Pittsburgh Pirates, Virginia Association of Broadcasters	
Narrative Designer (Contract) Little Labs Venice, CA	July 2015 - October 2015
• Designed and co-wrote "The Martian: The Official Game," a mobile game licensed and released with the 20th Century Fox film based on Andy Weir's best-selling novel • Created branching storylines with multiple endings based on player choice	
Content Strategist (Contract) ThoughtForm Pittsburgh, PA	November 2014 - June 2015
• Developed comprehensive customer strategy, customer archetypes and competitive analysis for UnitedHealthcare • Led award-winning rebranding for Carter, a global philanthropic consultancy	
Copywriter Buzzhoney Pittsburgh, PA	December 2011 - July 2015
• Wrote million-dollar content marketing and branding campaigns • Clients: Giant Eagle, Dick's Sporting Goods, and the Carnegie Science Center	
Web Content Publisher Synacor Buffalo, NY	September 2010 - October 2011
• Created and published web portal content for over 30 US client	

EDUCATION

Master of Arts (M.A.) - Games Norwich University of the Arts, Norwich, UK	September 2022
Bachelor of Arts (B.A.) West Virginia University, Morgantown, WV	December 2018