

ALISON KILIAN

Ghostwriter and Communications Strategist
“Stories with Soul, Driven by Strategy”

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EDUCATION

FREIE UNIVERSITÄT BERLIN, Berlin, Germany

MA, Comparative Literature

October 2010 – January 2013

- GPA: 1.3 (German scale, 1-5, 1 being best)

MCGILL UNIVERSITY, Montreal, Canada

BA with Great Distinction, English/Cultural Studies, African Studies

September 2004 – May 2007

- GPA: 3.67 (North American Scale, 1-4, 4 being best)

GEORGETOWN UNIVERSITY, Washington, D.C.

Professional Writing Certificate, Journalism & PR

May – July 2006

- GPA: 3.8 (North American Scale, 1-4, 4 being best)

EXPERIENCE

FORBES BOOKS/ADVANTAGE MEDIA, Remote

Ghostwriter, January 2022 – Present

As a contract ghostwriter for Forbes Books, I help entrepreneurs and executives craft original books that establish them as thought leaders in their fields. I focus largely on healthcare, having written for physicians, patient advocates, and pharma execs, among others. Beyond healthcare, my clients have ranged from defense innovation contractors to engineers, attorneys, and social media stars.

ASK-COMMUNICATIONS, Vienna, Austria

Ghostwriter/Communications Strategist, February 2015 – Present

ASK-Communications provides communications consulting for clients ranging from nanophysicists to pediatric neurologists, banking professionals, and beyond. I enjoy the challenge of taking complex topics and distilling them into engaging communications. Much of my work focuses on ghostwriting, crafting speeches, blogs, and even full-length book manuscripts for entrepreneurs and executives. I've worked on more than 20 manuscripts, including multiple Amazon bestsellers, and regularly collaborate with high-profile publishers like Forbes Books.

EUROPEAN FEDERATION OF PHARMACEUTICAL INDUSTRIES & ASSOCIATIONS,

Brussels, Belgium

Communications & Media Relations Manager, January 2013 – February 2015

- Created and managed all of EFPIA's online content, including blogs, videos, and websites.
- Drafted op-eds, white papers, and speeches for EFPIA senior staff, including the Director General.

- Managed the creation of the EFPIA annual review, including budget planning, managing deadlines, drafting content, and coordinating with designers and printers.
- Oversaw the organization's media relations, which entailed handling journalist queries, maintaining a network of media contacts, organizing press events, and overseeing interviews with senior EFPIA staff.
- Supported the development of EFPIA's social media presence and promoted message alignment. This entailed tasks like creating social media packages to accompany press releases and advocacy campaigns.

BOOKING.COM, Berlin, Germany

Content Editor, September 2010 – January 2013

- Wrote and edited hotel listings for Booking.com
- Applied search engine optimization (SEO) best practices to online content (text and images)
- Wrote, edited, and managed a monthly internal email newsletter for the DACH and Eastern Europe offices

SPIEGEL INTERNATIONAL, Berlin, Germany

Contributing Writer, May 2011 – December 2012

As a contributing writer for Spiegel International, the English-language website of German news magazine *Der Spiegel*, I pitched, researched, and wrote original feature and news stories.

BILD ZEITUNG, Berlin, Germany

Contract Translator, July 2008 – October 2008

As a contract translator for BILD English, the (now defunct) English-language website of the *BILD Zeitung*, I helped select and translate the day's top news stories from German to English.

TECHNICAL SKILLS

- Content management systems (CMS Made Simple, CoreMedia, Typo3)
- Newsletter tools (MailerLite, Vertical Response, MailChimp)
- Social media tools for content creation, planning, and scheduling (Canva, Hootsuite)
- Website creation and management tools (Wix)
- Artificial intelligence tools for ideation and outlining (Claude, Perplexity, NotebookLM)
- Book cover and manuscript design formatting tools (Canva, Vellum)

LANGUAGES

- English: Mother tongue
- German: Raised in German household, completed DAF exam with top scores 5/5/4/5 (2009)
- French: Certificate of Proficiency meeting CEFR level B2 (2010)

References and work samples available upon request.