

# ALISON KILIAN

Experienced Communications Professional  
with focus on complex and highly regulated fields

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## EDUCATION

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**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

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**FORBES BOOKS**, 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. I especially enjoy distilling complex topics into engaging communications and work frequently in highly regulated fields, from banking to pharmaceuticals.

**ASK-COMMUNICATIONS**, Vienna, Austria

*Communications Strategist*, February 2015 – Present

ASK-Communications provides communications consulting for innovators and changemakers, with clients ranging from pediatric neurologists to political activists and beyond. By combining storytelling and strategy, I help individuals and organizations become thought leaders and boost their brands. Much of my work focuses on ghostwriting, crafting speeches, blogs, and even full-length books. 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.
- Organized and led media trainings for EFPIA senior staff to help prepare them for interviews.
- 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

*Internal Communications Manager*, September 2010 – January 2013

- Wrote, edited, and managed a monthly internal email newsletter for the DACH and Eastern Europe offices.
- Organized internal trainings for hotel account managers on best practices for gathering content (property descriptions, photos, etc.) from hotel clients.
- Wrote and edited hotel listings for the Booking.com website.
- Edited photos to accompany hotel listings on the Booking.com website.
- Applied search engine optimization (SEO) best practices to online content.

### **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

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- Content management systems (SharePoint, CMS Made Simple, CoreMedia, Typo3).
- Newsletter tools (MailerLite, Vertical Response, MailChimp).
- Project management tools (ClickUp, Asana).
- Social media tools for content creation, planning, and scheduling (Canva, Hootsuite).
- Website creation and management tools (Wix, WordPress).
- Artificial intelligence tools for ideation and outlining (Claude, Perplexity, NotebookLM).

## LANGUAGES

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- 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.