

Digital: Ezine Article – “Insider Recruiter”

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<http://enewsletters.biospace.com/IR/071608.htm>

Client: BioSpace.com

Ezine: “Insider Recruiter” – trade journal for in-house recruiters

Assignment: To write a series of articles that would address issues of special interest to recruiters in the pharmaceutical and life science industries.

Results: Articles always scored the highest readership of any other piece in the Ezine.