

# DR. CLAUDIO BUTTICE'

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## PROFILE

I am a former pharmacologist and technology / medical writer with significant experience in IT, SEO and medicine. After working for several years as a hospital and clinical pharmacist in some of the largest health care facilities in Italy, I started writing science papers and textbooks. I am a published author who wrote for several encyclopaedias, including *The SAGE Encyclopedia of Cancer and Society* (2015), *The SAGE Encyclopedia of World Poverty* (2015), *ABC-CLIO Encyclopedia of Science and Technology* (in press), and other sociology and anthropology reference textbooks.

After reaching the peak of my career as a pharmacist (I was the director of one of the largest veterinary warehouses in my region), I realized that becoming a full-time writer and journalist would grant me even better opportunities (and more money, of course). With due diligence and patience, I slowly climbed my way from the lowest ranks of online freelancing until I eventually became the Chief Medical Writer for both a European and an American company. Among the other achievements, I even worked for the largest law firm in the U.S.: the *Levin Papantonio Law Group*.

Over the course of the last two years, I wrote for several online magazines such as [The Ring of Fire](#), [Digital Journal](#), [Techopedia](#) and [Business Insider](#), and I even built my personal [medicine website](#) with more than 5,000 active Facebook followers. Thanks to my vast knowledge of pharmacology I've also worked as a medical consultant and advisor for many clients worldwide.

Today I'm looking for a more stable, long-term opportunity of employment that gives me the chance to fully take advantage of my vast and eclectic experience as a writer.

### Core Competencies/Areas of Expertise

Content Writing, Academic Writing, Technical Writing, Book Writing, Journalism, Translations, Research, Medicine, Pharmacology, Continuing Medical Education, Management, Leadership, SEO, IT skills

## KEY SKILLS AND EXPERIENCE

### Medical and Academic Writing

- Solid background in medicine and healthcare attained in 4+ years of work as a hospital, clinical and community pharmacist in some of the largest medical facilities in the country
- Knowledgeable and reputable author of many encyclopaedias, science papers and online publications
- Significant experience in writing and planning Continuing Medical Education (CME) courses sold worldwide
- Widely known author of a [fantasy book](#) which sold 500+ copies in Italy in just two years after its publication
- Editor for the [Wikipedia Medicine Project](#) and official ENG-ITA translator of many Wiki medical pages about drugs and vaccines

### Content Writing and Web Development

- Owner and creator of [Meds News](#), a fully developed medicine website with thousands of monthly visitors and 5,000+ active followers on its Facebook page
- Planned the content strategy of several highly successful websites about law, [whistleblowing](#), [mass torts](#) and pharmacology
- Worked for several popular online newspapers and magazines, and wrote articles which rapidly [went viral](#) over the web
- A firm grasp of informatics and computer technologies earned by working as an IT technician since the adolescence in the family business (a local software engineering company)
- Taught content writing techniques to law firms and other professional legal writers with webinars and online conferences

### Organizational and Administrative Abilities

- Directed one of the largest veterinary pharmacies in Southern Italy, with profits ranging from €75,000 to €120,000 per month
- Coordinated a full team of writers, web developers, PPC specialists and visual designers for almost two years, granting the company new streams of income that generated a profit of well over \$100,000 in 6 months
- Built from scratch a fully operating retail pharmacy for the NGO [Emergency](#) that provided free medications and treatment to over 1,000 destitute African and Middle Eastern immigrants each month
- Personal hobbies included the organization and coordination of large public events with more than 250 participants during national or regional Live Action Role Playing (LARP) meetups

## PROFESSIONAL HISTORY

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### Roll SEO LLC

June 2015 – Present

#### **Chief Medical Writer / Content Strategist**

- Academic, medical and scientific writing
- SEO and SMM optimization of articles and website content
- Researching medical and technical topics
- Multiple websites management and team supervision
- Development of brand strategies aimed at increasing website traffic and advertising revenues
- Teaching seminar courses and webinars on content writing techniques

#### **Key Achievements:**

- Helped planning the content strategy that later set the example for the U.S. largest law firm's website: the *Levin Papantonio Law Group*.
- Wrote the content and devised the strategy for a [mass torts website](#) that consistently ranked on the first page of Google for dozens of expensive keywords in the range of \$100 per click
- Coordinated a full team of experts which included writers, web developers, PPC specialists and visual designers to build a whole new website in just two months, securing a client that granted the company \$100,000 profit in the next 6 months
- Personally defined the content strategy of a [whistleblowing website](#) that was able to generate well over 100 leads a month after just two months since its launch
- Built several niche websites with less than 10% bounce rate that were able to generate thousands of visitors per month only through organic traffic

### Lifelike Interaction

January 2015 – Present

#### **Senior Medical Writer & Advisor**

- Planning Problem-Based Learning (PBL) projects and Virtual Patient simulators
- Researching and writing medical content used to build Continuing Medical Education (CME) courses and clinical cases
- Handling medical queries and providing medical input and advice to the rest of the team
- Writing scripts for e-learning projects, business self-improvement courses, safety at work training courses and behavioural simulators
- Screenwriting videos and whiteboard animations used for teaching and commercial purposes

#### **Key Achievements:**

- Wrote CME courses that have been used as self-teaching tools by thousands of specialists and general practitioners in Italy and France
- Planned and scripted at least 50 Virtual Patient simulators in less than 2 years
- Wrote the script of a PBL project used to teach medicine to students of the Qatar College of Medicine and the Gulf Medical University (United Arab Emirates)

Digital Journal, Business Insider, Techopedia, The Ring of Fire and other online magazines

February 2016 – Present

#### **Freelance Journalist**

- [Investigating and reporting](#) new stories as soon as they break
- Researching new topics to provide interesting and new [relevant point of views](#) to the readership
- Writing in [a creative way](#) that will appeal to the reader
- Providing the magazine with the right authoritativeness by writing properly sourced science and [health articles](#)
- [Interviewing CEOs](#), celebrities and other senior execs
- Covered very different topics such as [health](#), [science](#), [technology](#), [law](#), [food](#), [gaming](#), [crime](#), [humor](#), and [latest news](#)

#### **Key Achievements:**

- Wrote unique articles that were spontaneously chosen to be featured on the [Business Insider](#)
- Grabbed the latest scientific breakthroughs and made them quickly [go viral](#) over the web
- Pitched unique and authoritative technology articles on extremely influential magazines such as [Cracked!](#) and [Techopedia](#)
- Published several [press releases](#) on behalf of large tech companies

Rao Farmaceutici, Palermo (Italy)

December 2014 – June 2015

#### **Director of Veterinary Pharmacy Warehouse**

- Managed and directed one of biggest and busiest veterinary pharmacy warehouses in Southern Italy
- Supervised and monitored the pharmacy staff on all shipping and receiving activities, and negotiating discounts with sales reps
- Increased pharmacy revenue by outreaching to local veterinary clinics, pet retail store, riding schools and racecourses.
- Improved inventory's efficiency by optimizing the usability of the retail management software thanks to a solid IT knowledge

## ADDITIONAL WORK HISTORY

ROLE	COMPANY	PERIOD
Medical Consultant	Atheneum Partners, Stethos SRL, Guidepoint Global	Nov 2013 – Sep 2016
Freelance Writer & Translator	Upwork, Elance	Jul 2013 – Dec 2015
Hospital Pharmacist	Hospital A.R.N.A.S. Civico, Palermo	Nov 2012 – Nov 2014
Hospital Pharmacist	Hospital Giovanni Paolo II, Sciacca	Jun 2012 – Oct 2012
Clinical Pharmacist	Emergency - Palermo Outpatient Clinic	Nov 2011 – Nov 2013
Community Pharmacist (intern)	Farmacia Tulone Calogera di Raspante	Mar 2008 – Sep 2008
Private Teacher	Individual students	Jan 2004 – Jul 2014
IT Technician	OASIS SNC	Aug 1999 – Feb 2008

## EDUCATION AND TRAINING

### University of Palermo, Italy

Pharmacy Master's degree (*Laurea in Farmacia* – Pharm.D.) 2011

### Continuing Medical Education (CME) Programs

2013 – 2015

- *Liver Transplant in Paediatrics*
- *Improving corporate culture of drugs and prescriptions management: the hospital and local pharmacist contribution*
- *The right amount of Dietary Supplements: awareness campaign about dietary supplements abuses*
- *Medications production and Pain management as defined by DL 38/2010*

### Pharmacotherapy Self-Assessment Programs (Distance learning)

2013

- PSAP – *Emergency Medicine and Critical Care*
- PSAP – *Cardiology*

### International Workshops

2014

- *Safe Transition of Pharmacotherapy – The Clinical Pharmacy Approach*

## BOOKS AND PUBLICATIONS

- Butticiè C. (2015). In: Colditz, Graham A. (editors). *The SAGE Encyclopedia of Cancer and Society* (Second ed.). Thousand Oaks: SAGE Publications.
- Butticiè C. (2015). In: Odekon, Mehmet (editor). *The SAGE Encyclopedia of World Poverty* (Second ed.). Thousand Oaks: SAGE Publications.
- Butticiè C. (2015). In: Rodriguez, Victor M. (editor). *Hispanic American Leadership: A Concise Reference Guide*. Santa Barbara, CA: Mission Bell Media.
- Butticiè C. (2015). In: Rodriguez, Victor M. (editor). *Asian American Leadership: A Concise Reference Guide*. Santa Barbara, CA: Mission Bell Media.
- Butticiè C. (2016). In: Fee, Christopher R., Webb, Jeffrey B. (editors). *American Myths, Legends, and Tall Tales An Encyclopedia of American Folklore*. Santa Barbara, CA: ABC-CLIO.
- Butticiè C. (2018): In: Lamphier, Peg A., Welch, R. (editors). *Technical Innovation in American History - An Encyclopedia of Science and Technology*. Santa Barbara, CA: ABC-CLIO.
- Butticiè C. (2015). *Leuriel e il Lupo - ed altre storie*. Palermo: Mhicani Edizioni.
- Butticiè C., Benanti M., Cimò F., Marrone P., Muscarella F., Pepe D. (2015), *Comparison between fast-acting fentanyl formulations in the clinical experience of ARNAS Civico Hospital, Palermo*. *Boll SIFO* 2015;61(1):18-21 | DOI: 10.1704/1824.19866
- Butticiè, C., Muscarella, F., Pepe, D., & Pipitò, A. (2017). *Coping with impending death: a clinical exploration of the grieving process through a terminally ill patient's eyes*. *SAGE Research Methods Cases*. DOI: 10.4135/9781473991927

## ADDITIONAL INFORMATION

### Languages Spoken:

Italian (native), English (IELTS score: 7.5), French (basic), Spanish (basic)

### Interests:

History, roleplaying, video games, medieval fencing, spear fighting, painting miniatures, Japanese anime, any nerd stuff

## REFERENCES



Associazione umanitaria italiana per la cura e la riabilitazione delle vittime della guerra, delle mine antiumano e della povertà  
Organizzazione non governativa - ong  
Organizzazione non lucrativa di utilità sociale - onlus

Palermo, April  
the 30th, 2012

Mr Claudio Butticiè  
Doctor in Pharmacy

To whom it may concern.

We met for the first time Dr. Butticiè on November 2011, when he visited our clinic in Palermo and offered us his cooperation as voluntary pharmacist.

Doctor Butticiè was born in Palermo on August the 1<sup>st</sup> 1981, he studied at the University School of Pharmacy, Chemistry and Pharmaceutical Technology of Palermo where he obtained his Degree on July the 20<sup>th</sup>, 2011. During the first period of orientation in our clinic, from November 2011 to January the 17<sup>th</sup> 2012, he planned the system of detection, storage, and distribution of our pharmaceutical resources, then, beginning January the 18<sup>th</sup> 2012 he applied and was accepted for a three months postgraduate stage of pharmaceutical science practical experience in our "EMERGENCY OUTPATIENT CLINIC" of Palermo. This stage period was completed on April the 30<sup>th</sup> 2012.

Since the beginning of our common experience, dr. Butticiè, has shown a very large compliance and adaptability to the different aspects of his work, especially if considered the great number of doctors, medical and administrative staff and the various medical activities involved and a peculiar attitude to gently communicate with the different levels of the professional staff but also his determination to obtain the best result possible. Moreover he has a tendency to deepen and study the theoretical aspects of his profession.

The field of application and development of his work has been:

- Medical Devices and drugs supply planning,
- Management and warehouse stocking.
- Inventory control and information of pharmaceutical database.
- Patient counselling activity.
- Optimization of drug and medication use and prescriptions ( cooperation and interaction with the medical staff ).
- Care of appropriate and safe techniques of storage.
- Control of the legal requirements on drugs and medications.
- Development of guidelines on drug use and appropriate treatment standards.

In conclusion; we have been very happy to have doctor Butticiè with us and we are sure we will miss in the future the person and the amount and the quality of the work he was able to develop in this quite short time spent with us.

We surely recommend Doctor Butticiè, as a young, already expert, highly responsible and motivated pharmacist.

Sincerely yours,

Antonio Romano M.D.  
Medical Coordinator  
Emergency Outpatient  
Clinic Palermo

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Palermo 05/19/2014

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**To Whom it May Concern:**

I highly recommend Doctor Claudio Buttice as a candidate for employment. He has served Hospital ARNAS Civico - Di Cristina - Benfratelli with skill and professionalism in the past two years, from 2012 to 2014. Dr. Buttice has demonstrated expertise in both the administrative and clinical aspects of his job as Hospital Pharmacist, working in many different roles with great flexibility.

He reviewed patient records, ensured patient safety and maintained accuracy of prescriptions with controlled medications, such as high cost drugs, parenteral nutrition and narcotic pain medications, managed and controlled hospital stocks and inventory, dispensed and checked prescriptions to the public, organized and directed hospital warehouse staff.

Dr. Buttice has excellent communication skills and a strong presence: he's a very straightforward person who can work independently and is able to follow orders to ensure that the job gets done. In addition, she is extremely organized, reliable and knowledgeable in all medical fields. He is flexible and willing to work on any project that is assigned to him, and he's very quick to learn in any other area the hospital may require him to fit.

It is with pleasure that I recommend my esteemed colleague, Dr. Claudio Buttice, for the position of Hospital Pharmacist at any other medical facility wich may require his expertise and skills.

Sincerely,  
Dr. Giuseppe Galanti  
Head and Director of the Pharmacy Department of  
Hospital ARNAS Civico - Di Cristina - Benfratelli  
A.R.N.A.S.  
Il Direttore U.O.C. Farmacia  
Dr. Giuseppe Galanti

Prot. N. 525/F. ;  
Data 05-19-2014