



# Life Science Search Partners Publishes Insights on Traits of a Successful Communications Professional

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DETROIT, MI, UNITED STATES, April 21, 2023 /EINPresswire.com/ -- If you're a communications professional, success doesn't just come from following the rules—it comes from combining the technical know-how of your craft with creativity and dedication.

[This new article](#) from [Life Science Search Partners](#) highlights three key traits of a successful communications professional, including the ability to communicate both verbally and in writing, adeptness in crisis communications, and connecting to an audience.

By embracing these traits, communications professionals can improve their craft and align themselves toward success. One key trait is having an ability to effectively communicate both verbally and in writing.

"Drawing from over 20 years of communication experience and expertise, I have been able to leverage my unique skillset to support clients ranging from school districts to franchisors," said Tara Thomas Gettman, a communications consultant in the Waterloo, Iowa area. "By adapting my skills to customize the individual needs, I can tailor each project or service to maximize exposure and response or minimize fallout and negative brand impact."

Having both verbal and written communication skills is only one trait of a successful communications professional.

By putting in the effort to communicate effectively, it can make a real impact on work and become a communications expert.

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Life Science Search Partners is a national executive search and recruiting firm specializing in strategic placements within the life science, biotechnology, medical device, healthcare and pharmaceutical sectors.

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