

Short Form Pharmaceutical Creative Copywriter and Strategist

Trusted marketing research translator, strategist, and digital creative writer with a proven record of conceptual thinking and creative copywriting that deliver empathetic messaging, differentiated value, brand equity, and competitive positioning to pharmaceutical companies and HCP/HCC audiences. Client driven, from kick-off to completion.

- Native creative thinker and problem solver
- Uncommon simplifier of the complex
- Curious insight sleuth of diverse data and information
- Divergent thinker bringing broad information into clear focus
- Creative ideator producing fresh angles, perspectives, and solutions
- Conceptual developer of integrated brand and customer-centric messaging across mediums
- Active listener with strong relationship management and client presentation skills
- Flexible producer that easily fits with cross-functional team or minimal work settings
- Collaborative workstyle and conversant in MS Office Suite, Google Workspace, Adobe Creative Suite, HTML, CSS, SEO, and diverse digital marketing platforms and channels
- Efficient manager and executor of updates in fast-paced marketing, strategy, and legal feedback processes
- Pharmaceutical specializations: Diabetes, hepatitis A, immunodeficiency (PI), lung disease/Alpha-Proteinase Inhibitor (Human), lymphocytic leukemia (CLL)/lymphoma (SLL), pharmacologic cardio stress testing, organ transplant pharmacology

SKILLS

Strategy & Analysis	Creative Thinking	Creative Writing	Copy Editing & Management
Positioning statements	Creative Strategy	Naming	Stakeholder Edit Revisioning
Value propositions	Creative Briefs	Tagline	Annotating Process
Brand promise	Copy Platforms	Messaging	Fact Checking
Segmentation analysis	Idea generation	Brand Voice and Tone	Document Versioning
Journey mapping	Idea screening	Creative Copywriting	PDF Creation and Editing
Emotion mapping	Conceptual mockups	Conversion Copywriting	Asset Management Systems
Audience personas	Concept testing & screen	Content Writing	AMA/Chicago Styles

EXPERIENCE

Freelance Senior Copywriter, The Bloc, New York, NY 11/2020–Present
 Translated marketing research into brand value propositions and strategized messaging themes. Ideated and creatively wrote headlines and short messages for BD (Becton Dickenson) global brand and Merck VAQTA vaccine campaigns to HCP and HCC audiences.

Freelance Senior Copywriter, Pivot Design, Chicago, IL 12/2019–2/2020
 Determined strategic themes and brand value propositions from marketing research. Developed new brand names. Crafted headlines and creatively ideated and wrote short and medium copy for Takeda Glassia and Mylg Source, Sanofi Genzyme, Acadia and Medtronic pharmaceutical campaigns to HCP and HCC audiences.

Freelance Copywriter, Abelson Taylor, Chicago, IL 9/2019–11/2019
Researched, ideated, concepted, and creatively developed brand names and taglines for HCP pharmaceutical clients.

Freelance Copywriter, In Touch Solutions Agency, Chicago, IL 8/2018–9/2018
Annotated, fact checked and creatively wrote copy for Abbvie Venaclexta web banners for HCP audiences.

Freelance Copywriter, Tukaiz Agency, Franklin Park, IL 6/2018–7/2018
Devised value proposition hierarchy. Ideated, concepted, and wrote SEO-friendly web copy for Edward's hemodynamic monitoring device.

Freelance Copywriter, Razorfish Health Agency, Publicis, Chicago, IL 04/2018–05/2018
Wrote clarifying copy for Astellas ASTAGRAF XL, PROGRAF, and Lexiscan label. Produced fresh, creative copy for McKesson and Pfizer marketing materials.

Brand Strategist | Creative Director | Copywriter, SMG Consulting, Lake Tahoe, CA 02/2017–Present
Develop content strategy and editorial publishing calendar, strategy, creative concepts and copy for integrated branding, advertising, digital marketing, B2B lead generation and sales campaigns.

Freelance Senior Copywriter, In Touch Solutions Agency, Chicago, IL 12/2016–1/2017
Strategized high-level concepts for Shire 360 marketing campaign. Creatively developed and wrote copy for HCC blood disorder audiences.

Freelance Digital Copywriter, Humana, Chicago, IL 02/2016–01/2017
Increased member engagement through audience-centric strategies and a wide variety of tone-appropriate digital copy connecting HCC audiences with key brand value propositions. Ideated, concepted, and creatively wrote headlines, short messages and medium body copy for web and social media campaigns.

Freelance Copywriter | Brand Consultant, HIMSS | AVIA HX360, Chicago, IL 1/2015–12/2016
Conceived and wrote HX360 brand communications platform and copy for 360 integrated marketing campaigns. Oversaw a creative digital team of 3 for high-quality content production. Exceeded registrations 101% through highly customized copy for Healthcare C-suite executives.

Freelance Copywriter, Personal Connected Health, Chicago, IL 04/2015–11/2015
Helped raise direct response clicks (+26%) and registration rates with audience-shaped copy for web ads, email and mobile HCP and HCC audiences

Freelance Digital Copywriter, HIMSS15 Conference, Chicago, IL 02/2015–05/2015
Researched, collaborated, and wrote 25 unique audience personas to guide all event registration copy for digital and mobile communications. Concepted and wrote audience-centric copy for event registration landing pages. Registrations increased 10.86% over previous for a record-breaking attendance of 43,129.

Brand Strategist | Creative Director | Copywriter, Envision 3, Bloomingdale, IL 02/2013–01/2015
Spearheaded creation and formation of an in-house agency team of 6. Promoted a dynamic environment for creative teams to collaborate across-function areas and work in. Hired and managed internal and freelance creative teams. Strategized and ideated campaign big ideas. Developed creative briefs and slide decks for project kick-offs.

HONORS

Silver Medal for Creativity, SAPPI North America Award, 2015

EDUCATION

California State University, BA in English, Creative Writing, Poetry

Westminster Theological Seminary, MDiv, Historical Theology