

Chris Ribaud

Senior Copywriter | ACD (DTC and HCP)

A creative thinker and writer who does science, not a science writer doing creative. Curious, proven problem-solver and transformational creative with proven track record of high-level strategic, conceptual and innovative thinking, diverse tactical copywriting skills, and creative management experience that adds brand equity and differentiated value across all HCP/DTC audiences journey points--mobile, online and off. Innovation, simplification, strategic and tactical solutions from kick-off to completion is the promise.

KNOW-HOW

- **Indications:** Atopic Dermatitis, Hepatitis A and C, Diabetes, Immunodeficiency (PI), AIDS, Lupus, Non-Hodgkin's Lymphoma, Lung Disease/Alpha-Proteinase Inhibitor (Human), Lymphocytic Leukemia (CLL)/Lymphoma (SLL), Cardio Stress and Organ Transplant Pharmacology
- **Client Facing:** Stakeholder relationship management, presenting, idea pitching, explaining, creative workshop facilitation for branding, advertising, marketing and CRM
- **Internal Agency:** Subject matter research, science expert interviewing, collaboration with diverse cross-functional teams, communication strategy, creative communication exploration, expediting and cleaning routes, annotating, reference checking, and reference grid maintenance for Veeva submission
- **Regulatory Industry:** Interfacing with marketing, regulatory, and legal teams, clarifying and incorporating feedback, convention updates and trends tracking
- **Creative Management:** Supporting leadership, vision casting, goal setting, supervising, performance evaluating, coaching, mentoring junior writers, next steps career path mapping
- **Technology:** Collaborative workstyle and conversant in MS Office Suite, Google Workspace, Adobe Creative Suite, HTML, CSS, SEO, and diverse digital marketing platforms and channels

SKILLS

Strategy & Analysis	Creative Thinking	Creative Writing	Copy Editing & Management
Positioning statements	Creative Strategy	Naming	Stakeholder Edit Revisioning
Value propositions	Creative Briefs	Tagline	Routing Process
Brand promise	Copy Platforms	Messaging	Annotating and 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

Copy Supervisor, Digitas Health, Philadelphia (remote) 9/2021–Present
Responsible for copy and voice of AbbVie's RINVOQ. Conceptualize and write creative brand copy for DTC messaging, MOA video development, social media advertising campaign, and branded CRM email campaigns. Routing and reference checking for Veeva submission prep.

Copy Supervisor, Havas, Chicago, IL 5/2021–Present
Responsible for copy and voice of AbbVie's MAVYRET. Conceptualize and write creative brand copy for HCPs. Translate data into copy for HCP messaging, brochures, and flashcards. Mentor junior copywriter. Maintain stakeholder relationships and support VP of Creative and projects on all client review, MRLO, and routing processes.

Freelance Copy Supervisor, Razorfish Health | Publicis, Chicago, IL 4/2021–5/2021
Strategized and conceptualized creative copy for Sanofi and Supentek flu vaccine campaign for Canadian markets.

Freelance Senior Copywriter, IMRE, New York, NY (remote) 2/2021–3/2021
Creatively conceptualized and crafted HCP copy to drive social media and direct response email campaigns for AstraZeneca (non-Hodgkin lymphoma, lupus), ViiV (AIDS) and other leading brands in the pharmaceutical space.

Freelance Senior Copywriter, The Bloc, New York, NY (remote) 11/2020–2/2021
Translated marketing research into brand value propositions and strategized messaging themes. Ideated and creatively wrote headlines and short messages for BD (Becton Dickinson) global brand campaign to HCP and HCC in the diabetes space, as well as for Merck VAQTA vaccine campaigns to HCP and HCC audiences in the Hep A space.

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 copy for Medtronic launch campaign to HCC diabetes audiences, for Takeda Glassia and Mylg Source launch campaigns, as well as for Sanofi Genzyme, Acadia brand activation campaigns.

Freelance Copywriter, Abelson Taylor, Chicago, IL 9/2019–11/2019
Researched, ideated, conceptualized, and creatively developed brand names and taglines for HCP pharmaceutical audiences across digital, social and print channels.

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, Razorfish Health | Publicis, Chicago, IL 4/2018–05/2018
Wrote clarifying copy for Astellas ASTAGRAF XL, PROGRAF, and Lexiscan label. Produced fresh, creative copy for McKesson and Pfizer marketing materials.

Freelance Senior Copywriter, In Touch Solutions Agency, Chicago, IL 12/2016–1/2017
Strategized high-level concepts for Shire/Baxalta global re-brand launch campaign and wrote creative copy for HCP and HCC blood disorder audiences.

Freelance Digital Copywriter, Humana, Chicago, IL 2/2016–1/2017
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, conceptualized, 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 integrated, global brand launch campaign. 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 4/2015–11/2015
Helped raise direct response clicks (+26%) and registration rates with audience-shaped copy for HCP web ads, email and mobile.

Freelance Digital Copywriter, HIMSS15 Conference, Chicago, IL 2/2015–5/2015
Researched, collaborated, and wrote 25 unique audience personas to guide all event registration copy for digital and mobile communications. Conceptualized and wrote audience-centric copy for event registration landing pages. Registrations increased 10.86% over previous for a record-breaking attendance of 43,129.

EDUCATION

California State University, BA in English, Creative Writing, Poetry
Westminster Theological Seminary, MDiv, Historical Theology