

Summary

Conceptual, Cannes award-winning Senior Copywriter with pharma, consumer and B2B experience. Creative problem-solver. Highly collaborative. Excellent presenter; knows how to sell work to clients. Mentor to young talent.

Experience = Full-time

Senior Copywriter, Ciclismo Classico, Boston – July - September, 2017

Wrote copy for this adventure cycling company's new website: <https://ciclismoclassico.com/>

Senior Copywriter, Grey Healthcare Group, NY – February - May, 2017

Wrote HCP promotional material for Eli Lilly Oncology

Copywriter, JK Design, NY – February - April, 2016

Wrote case studies for client Formyula's website; video for ALK Industries homepage

Copywriter, Medscape, NY – October - November, 2015

Wrote digital ads for various pharma clients to drive health care professionals to their websites

Copy Supervisor, Neon/FCB Health, NY – September - October, 2015

Developed new campaigns for Cosentyx and Invega pitches; annotated pieces for Novartis

Senior Copywriter, Partners Health Plan, NY – August - September, 2015

Conceived/wrote website and collateral material for I AM, the first person-centered assessment tool for people with IDD: <http://www.iamlcdx.com>

Senior Copywriter, RITTA Advertising, Englewood, NJ – July, 2015

Samsung Electronics, Huntington Learning Center, BMW USA, DeLonghi/Kenwood appliances

Senior Copywriter, H4B Chelsea, NY – 2014

Wrote HCP ads for VESIcare and Myrbetriq (Astellas)

Senior Copywriter, Woods Witt Dealy & Sons, NY – 2014, 2010-2011

Manhattan Motor Cars (Porsche, Rolls Royce), Sony Music, HoMedics, Hickory Farms/Pfaelzer Brothers

 **Senior Copywriter, AOL, NY** – 2011-2013

Wrote/edited/proofed marketing copy for AOL Paid Services, including website, call center and direct marketing communications to promote AOL subscription products

Senior Copywriter, Harvard Club, NYC – 2010

Rewrote/edited Harvard's Manhattan alumni club website

Senior Copywriter, Square Dot Production, NY – 2010

Conceived/wrote website

 **Senior Copywriter/Editor, AOL, NY** – 2007-2009

- Created AOL B2B ads, one-sheets, hang tag copy, leave-behinds for industry conventions, event invites and signage. Edited/proofed PowerPoint presentations
- Wrote digital ads for AOL's Advertising.com unit; clients included Sony Pictures, Southwest Airlines, Harlequin Romance Novels, TurboTax, Sylvan Learning Center
- Conceived Sony Pictures "Cheerleader" ad to replace poor-performing banner for film "Fired Up!" resulting in a .58% CTR, more than 8x the average
- Wrote "Boxing" ad for TurboTax, resulting in a phenomenal .78% CTR!
- Named AOL retreat event for high-powered female digital executives: dot.calm
- Demonstrated/promoted conceptual approach to creating ads to team of young digital designers

Experience – continued

Senior Copywriter, Grey Advertising, NY – 2007

Wrote TV scripts for Olive Garden

Senior Copywriter, Deutsch, NY – 2006

Tylenol, Tylenol Arthritis Pain and Tylenol PM (McNeil Consumer Healthcare)

Senior Copywriter, Saatchi & Saatchi, NY – 2003-2005

- Wrote TV spots for Pillsbury Crescents, Halloween Cookies, Pie Crust; Procter & Gamble (Folgers, Home Café)
- Won creative department competition for Saatchi NY's giant apple sculpture, Big Apple Fest, 2005

Education

- Syracuse University, Syracuse, NY, MS in Television-Radio-Film
- Allegheny College, Meadville, PA, BA in Psychology, Minor in Communications

Awards

- Cannes: Bronze Lion winner, Gillette Foamy
- MPA Kelly Award: winner, Absolut Vodka
- One Show: finalist, Ladies' Home Journal
- Art Directors Club of NY, winner: Laughing Cow Cheese
- ANDY: winner, Gillette Foamy
- ADDY: winner, Gillette Foamy
- Chicago International Film Festival, Silver: P&G/Bold
- Mobius Award, 1st place: Fruit of the Loom
- New York Festivals: winner, P&G/Bold
- Golden Apple, Best Children's Ad Campaign: Kellogg's Cocoa Krispies

Skills

Creative problem solving, brainstorming, copywriting, copy editing, presenting creative work, creative writing, improv, voiceovers