

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

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. Wrote catalog copy for 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.
- Winner: Advertising.com "Unsung Hero Award," 4Q, 2008.

Experience – continued

Senior Copywriter, Grey Advertising, NY – 2007

Olive Garden

Senior Copywriter, Deutsch, NY – 2006

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

FT 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

Skills

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

FT = Fulltime