

EDUCATION

BOSTON UNIVERSITY; Bachelor of Sciences, Communication; *Summa cum laude*

EXPERIENCE

minds + assembly; November 2017-present

Director, Writing

Responsible for creative product on agency's largest account and the continued growth of a team of 4 writers. Overseeing all hereditary angioedema business (total of 3 brands) in partnership with two lead designers. Helped to launch a first-in-class rare disease product for the prevention of HAE both globally and in the US.

greyhealth group; Feb 2015-November 2017

Senior Vice President, Creative Director, Copy (April 2016-November 2017)

Inspired and oversaw a team of 14 creatives across a diverse portfolio of business (pharmaceutical drugs, diagnostic products/services, and consumer optical products). Responsible for creative product of all DTC advertising for Essilor, the world's leading provider of eyeglass lenses. Regular representative of the agency at new business pitches.

Vice President, Associate Creative Director, Copy (Feb 2015-March 2016)

Managed and supervised a team of 4 copywriters. Led the launch of KYBELLA, the first-ever injectable for submental fullness (a.k.a. double chin). Attended multiple new business pitch presentations.

CDM NEW YORK; Sept 2007-Jan 2015

Senior Vice President, Associate Creative Director, Copy (October 2014-Jan 2015)

Worked with SVP Creative Director and Client Service Director to meet—and exceed—clients' creative and business expectations. Led team of 14 creatives in partnership with Associate Creative Director, Art.

Vice President, Associate Creative Director, Copy (Jan 2013-present)

Inspired, pushed, and contributed to creative and strategic work across 12 brands. Led and presented in a winning pitch for agency's first OTC product. Participated in agency re-branding effort

Vice President, Group Copy Supervisor (Oct 2011-Dec 2012)

Managed 5 accounts, including the launch of TOBI Podhaler. Presented in first new business pitch (we won!)

Vice President, Copy Supervisor (Oct 2010-Sept 2011)

Worked on re-positioning and re-launch of FANAPT in a crowded schizophrenia market; participated in pre-launch planning for TOBI Podhaler

Copy Supervisor (Oct 2009-Sept 2010)

Led (aggressive) re-launch of Reclast, and helped to re-position EPOGEN in the market.

Senior Copywriter (Oct 2008-Sept 2009)

Helped develop Pfizer's first-ever tablet PC sales tool. Mastered the art of presenting over the phone to clients on the west coast.

Copywriter (Sept 2007-Sept 2008)

Kick-started my advertising career by working on the brand that got me into healthcare advertising: VIAGRA.

INTERESTS

Gardening, Home Decor, Lady Gaga, Mixology, Grammar