

## CAREER OVERVIEW

Award-winning CD/writer with strategic and brand building experience in healthcare and consumer advertising. Been doing this long enough to have seen it all but still looking for more.

## CATEGORY EXPERIENCE

Lots of them. See page 2 for a big list.

## WHERE HAVE I BEEN?

**Hill Holliday Healthcare**, New York, NY (2023-present)

VP, ACD

- Copy and strategy work on Eylea HD launch

**FCB Cure**, Parsippany, NJ (2019 – 2023)

VP, ACD

- Led a ragtag group of writers on all sorts of brands
- Oversaw launches of 2 BridgeBio brands
- Developed Xofigo Center, a web-based repository for global markets

**McCann Echo**, Mountain Lakes, NJ (2018 – 2019)

VP, ACD

- Managed Ozempic creative team on global and US work
- Supervised creative development for Acuvue portfolio and J&J Vision Surgical
- Last time I had an actual office

**The Bloc**, New York, NY (2013 – 2018)

VP, ACD

- Directed creative teams on Novartis Vaccines, AstraZeneca diabetes portfolio
- Launched national campaign for Bexsero and oversaw a relaunch of Brilinta

**Liebowriting, LLC**, New York, NY (2011 – 2013)

Freelance Writer

- Developed strategic ideas for DTC/DTP healthcare
- Created digital projects, website copy, social media
- Planned and shaped touch screen-based training tool, dosing app for doctors

**Cline Davis and Mann**, New York, NY (2008 – 2011)

Vice President, Group Copy Supervisor

- Led creative teams and development for Novo Nordisk, Viagra
- Editor-in-chief of in-house humor magazine

**Grey Advertising**, New York, NY (1990 – 2008)

VP, ACD

- My so-called consumer life

## EDUCATION

BA, Penn State

## STUFF I'M PRETTY PROUD OF

- Bellisario College of Communications Alumni Society Board, Penn State
- Mentor to Ad/PR students
- Pro bono work for Camp Nejeda for kids with Type 1 Diabetes

# BRAND EXPERIENCE

Healthcare		Consumer	
Cardiovascular	Brilinta Eidos	Cough/Cold	Robitussin
CINV	Cinvanti Sustol	Diabetes	Humalog
Diabetes	Farxiga Levemir Novolog Onglyza Ozempic	Electronics	Panasonic
Eye Health	Acuvue Contacts Eylea/Eylea HD Tecnis IOLs	Food/Beverage	American Egg Board Armour Hot Dogs Butterball Fleischmann's Hebrew National Honeycomb Jif Parkay Parrot Bay Rosarita Smucker's
Gastro	Zeposia	Household	2000 Flushes AmbiPur Febreze Joy
Immunology	Actemra Remicade Simponi Aria Stelara	Kids	Bazooka Hasbro Kid Cuisine Konami Topps
Neurology	Cerevel Zeposia	Oral Care	Aquafresh Dentu-Creme Polident
Oncology	Jakafi Rituxan Stivarga Sylatron Temodar Truseltiq Xofigo	Personal Care	Zest Body Wash
Rare Disease	Nulibry	Restaurant/Franchise	Dairy Queen Olive Garden
Urology	Toviaz Viagra	Snacks	Eagle Milky Way Starburst
Vaccines	Bexsero Flucelvax Fluvirin Ixiaro Menveo Rabavert	Sports	WTA World Baseball Classic