

CAREER SUMMARY

DraftFCB, Chicago, IL

Copywriter, February 2009 – Present

- Helping DraftFCB grow its Healthcare venture, DraftFCB Consumer Health, by serving as a go-to copywriter on several new-business pitches
- Won the MM&M “Best Integrated Campaign for Large Pharma” Silver Award for Stelara, the largest and most successful pharmaceutical product launch of 2010
- Serving as a key member of DraftFCB Healthcare, the MM&M 2010 U.S. “Agency of the Year”
- Key Clients: [Johnson & Johnson](#), [K-Mart](#), [Stelara](#), [Baxter](#), [Nuvigil](#)

Hamilton Communications Group, Chicago, IL

Copywriter, August 2007 – January 2009

- Found fresh, authentic ways to reach target markets through both Direct-to-Consumer and Direct-to-Physician marketing
- Broadened my multimedia skills by creating compelling video and online copy for the agency’s top-tier clients
- Key Clients: [Baxter](#), [BARD](#), [Covidien](#)

Cook Medical, Bloomington, IN

In-house Copywriter, August 2005 – August 2007

- As the sole copywriter for a 5,000-employee company, oversaw company’s largest-ever brand overhaul, and handled all creative work from concepting through editing stages
- Developed strategy, conceptualized and wrote print ads for top-tier devices and technologies, many of which appeared in international publications
- Wrote copy for IN-AWE Gold Award-winning Everyday Promises campaign (awarded by Medical Marketing Association)

EDUCATION

Purdue University, West Lafayette, IN

Bachelor of Arts in Advertising Communication

AWARDS/ACTIVITIES

Medical Marketing & Media Silver Award winner, Best Integrated Campaign for Large Pharma, 2010

Medical Marketing & Media U.S. “Agency of the Year,” DraftFCB Healthcare, 2010

Medical Marketing Association’s IN-AWE Gold Award winner, Best Integrated Campaign, 2007

Numerous charity events (Hustle up the Hancock, Christmas Carols for Seniors, Toys for Tots and more)

Editorial Board, Staff Manager and Sports Columnist, The Exponent (Purdue’s student newspaper)