



Bold copywriter with 8 years of experience in advertising and creative direction.

### EDUCATION + SKILLS

#### DOUBLE MAJOR BACHELOR'S DEGREES

Syracuse University  
Syracuse, NY  
2011-2015

Communication and Rhetorical Studies, VPA

Information Studies and Technology, The iSchool

#### SKILLS

Creative Direction  
Creative Concepting  
Copywriting  
Print and Digital Storytelling  
Tactical Planning  
Social Media

### INTERESTS

Horror films from 1940-1960  
Live Music  
Snorkeling  
Pottery  
Thrifting and Slow Fashion

### EXPERIENCE

#### HAVAS VILLAGE X NEW YORK, NY

An integrated healthcare advertising agency within the Havas Health & You network

##### VP, ASSOCIATE CREATIVE DIRECTOR APR 2022-NOW

- Creative lead for Amgen, managing 8 copywriters:
  - Otezla & Enbrel HCP: plaque psoriasis, psoriatic arthritis, BD
  - Aimovig HCP & DTC: migraine
  - Tavneos HCP & DTC: vasculitis
- Member of the X Team, a group of rising leaders within the agency, focused on cultivating change and progress
- Led/participated in multiple pitches, including 2 wins

##### GROUP COPY SUPERVISOR OCT 2020-APR 2022 COPY SUPERVISOR APR 2020-OCT 2020

#### AREA23 NEW YORK, NY

#1-ranked health agency in the world

##### COPY SUPERVISOR JUL 2019-APR 2020

- Lead writer for Eli Lilly, Emgality HCP global: cluster headache and migraine
- Brainstormed/developed the winning Cluster Headache Global HCP Campaign
- Copywriter for Indivior:
  - Perseris HCP: schizophrenia
  - Sublocade HCP: opioid use disorder
- Participated in several creative concepting opportunities, including Area23 What Ifs and Young Lions submissions

##### SENIOR COPYWRITER JAN 2018-JUL 2019

#### HARRISON AND STAR NEW YORK, NY

Global healthcare advertising agency focused on targeting medical specialists

##### COPYWRITER JUN 2017-JAN 2018

- Lead writer for Genentech Lytics, Cathflo HCP
- Copywriter for Eisai Oncology, Lenvima HCP & DTC

##### JUNIOR COPYWRITER JUN 2016-JUN 2017

#### CDM PRINCETON, NJ

The world's largest healthcare advertising agency

##### EXECUTIVE ASSISTANT OCT 2015-JUN 2016

- Assistant to president, executive creative director, and managing partners with daily agency activities