

Selected Professional Experience

(Now with **solar** flares for enhanced viewing pleasure)

Freelance Copywriter: January 2020 to present, with a focus on oncology, heart failure, diabetes, CKD, and exposure to many other indications as well.

AI Clambake (aiclambake.com)

Founder and writer, April 2026 to present

- Created a weekly email newsletter covering AI news for people in the ad industry
- Designed and built the associated website, which also features a blog and the Jargon Cave, a repository of zany AI and coding terminology

Juice Pharma

Group copy supervisor, April 2019 to December 2019

- Managed 4 writers on 4 accounts: Pneumovax 23, Jublia, Zostavax, and the launch of Ervebo, the first approved vaccine for Ebola
- Overcame resourcing challenges to deliver complex jobs on truncated timelines
- Pitched and delivered agency-wide presentations to enhance our creative output
- Widely regarded as having “**the best words**”

VMLY&R

Group copy supervisor, March 2018 to April 2019

- Showed strong leadership on the Prevnar 13 account; managed 3 writers
- Led new message development and day-to-day work
- Made process suggestions that were adopted agency-wide
- Made valuable, **gluten-free** contributions to new business efforts

Harrison & Star

Copy supervisor, November 2015 to March 2018

- Lead writer on launch of ocular steroid Dextenza
- Sold in revisions to brand positioning and campaign creative brief to agency leadership and client
- Lead day-to-day writer on launch of Zepatier
- 5 months in trenches on Keytruda and Avastin

The Cement Bloc

Copy supervisor, August 2013 to May 2014

- A primary writer on the flawless launch of SGLT-2 inhibitor Farxiga
- Wrote an array of print and digital material for HCP and DTC audiences
- The Farxiga launch became a **case study for marketing teams** at BMS

(Continued)

AgencyRx

Copy supervisor, September 2012 to May 2013

- Assisted on label updates for Pomalyst

H4B London

Senior copywriter, March 2011 to July 2012

- Sole writer selected from the Havas network to open new London office
- Copy lead on Enbrel, Krystexxa, and Sprycel
- Presented creative for a new business pitch in Paris
- Strong creative and strategic contributions to new business efforts

Havas Life New York

Senior copywriter, October 2007 to March 2011

- Primary writer on launch of the antipsychotic Saphris
- Generated top concept for campaign from among dozens submitted by Havas teams globally

LLNS

Copywriter, April 2006 to February 2007

- Wrote Detrol visual aids, direct mail letters, journal ads

Saatchi & Saatchi Healthcare

Junior copywriter, Aug 2005 to April 2006

- Worked on HCP and DTC projects for Enbrel and Crestor

Education

University of California at Santa Cruz; B.A. in English

Et cetera

- Lived and worked in 5 countries on 3 continents
- Volunteer work for Girls Club of New York and Otten for PA campaign website
- SVA coursework in digital advertising
- Articles and/or photographs published in The New York Times, Gizmodo, CNN, Gawker, The Awl, The NY Post, Time Out NY, The Daily Mail (UK), The Cambodia Daily, and Tokyo Journal
- Created Hausfrau magazine, the first and only serialized photo-comic print magazine in US history