

Mary Jones

Skills + Achievements

- As Senior Copywriter for EuroRSCG, I've created both healthcare professional (HCP) and direct-to-consumer (DTC) interactive content (branded and unbranded websites, web applications, social networks, new business pitches, microsites, videos, and banners) for healthcare brands such as Lantus, Apidra, Advair, Vyvanse, Benlysta, Selzentry, and Lexiva
- Produced content for diverse healthcare categories, with a focus on diabetes, HIV, MS, and asthma brands
- Well-versed in Microsoft Office, Adobe Photoshop, QuarkXpress, InDesign, social networking platforms, web publishing. Proficient in reading and writing French

Experience

2007 to
Present

Freelance Copywriter

New York: NY

EuroRSCG 4D Tonic

EuroRSCG 4D Tonic is the healthcare division of EuroRSCG's digital department, focusing on consumer advertising

- *Branded Websites*
As senior copywriter, wrote, polished, and annotated brand content for Advair, Lexiva, and Vyvanse
- *Unbranded Websites*
Collaborated with IA to create user-experience-optimized content for ADHDActionGuide.com and social networking site TheUsInLupus.com
- *Applications*
Created personalized email messages for Lexiva's "Send A Note" application, hosted on Lexiva.com
- *Microsites*
Developed content look and feel with designers, crafted copy for Selzentry, Benlysta, and Vyvanse SHINE
- *Creative Strategy*
Developed pitches for new-business bids, helped form content strategies, and organized presentation copy for Vesicare, Vyvanse, and TheUsInLupus.com
- *Banners*
Wrote and updated copy for Vyvanse's "Back to School!" campaign and Lexiva's "Send A Note" banners

EuroRSCG Life

EuroRSCG Life is a subsidiary of EuroRSCG Worldwide, and has recently won Medical Marketing & Media's 2010 Network of the Year

- *Branded Websites*
As senior copywriter, researched, wrote, and annotated healthcare professional (HCP) and direct-to-consumer (DTC) websites for Lantus and Apidra
- *Unbranded Websites*
Organized content and created copy for Pfizer's HCP-focused JAK Pathway microsite and Cephalon's DTC social network ShareYourPain.com
- *Applications*
Wrote scripts for MULTAQ Virtual Cardio Center (a web-based video tutorial for physicians) and Lantus Video FAQs. Created and structured content for desktop applications iDiabetes.com and Fentora's Pain Tracker software
- *Email Campaigns*
Provided headlines, copy, and annotations for Tysabri and Avonex

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Greater Than One

Greater Than One (GTO) is a mid-size, full-service digital advertising agency specializing in healthcare and pharmaceutical clients

- *Branded Website*
Wrote digital content for Astepro's DTC website
- *Creative Strategy*
Developed creative strategy and content organization for Biosensors International, Astepro, Thomson Reuters, and Texas Children's Hospital: Vision 2010, which won the Interactive Media Award 2010 for Best in Class Hospital and the Communicator Award of Excellence (Corporate Image)
- *Consumer Campaigns*
Identified potential marketing demographics, then composed targeted copy for Thomson Reuters' DTC print, email, and web campaign
- *Print*
Took on ghostwriting responsibilities for articles and a book chapter on social media marketing for GTO's upper management

The Mixx

The Mixx is an interdisciplinary strategic marketing and design boutique

- *Branded Website*
Composed new tagline and copy for Soma 250's DTC and HCP websites including calls-to-action and taglines for interactive barkers

Lodging Interactive

New Jersey-based Lodging Interactive is a small-size, full-service Internet marketing and website management firm, specializing in the hotel industry

- *Branded Website*
Created taglines and website content for the Wilshire Grand and the Boston Harbor Hotel
- *Newsletter*
Analyzed direct-response marketing data, then used the information to write a monthly newsletter (Chatter Guard) for the hospitality industry

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|------------|--|------------------------------|--------------|
| 2006::2008 | Bravesailor Press | <i>Creative Consultant</i> | New York: NY |
| | • Marketing efforts helped expand Dallas-based publishing company into New York market | | |
| | • Edited prose, advised on storylines while completing my Master's Degree | | |
| 2004::2006 | Plano Radiology Center | <i>Assistant Marketer</i> | Dallas: TX |
| | • Coordinated marketing materials for Plano Radiology Center | | |
| | • Contributed photography, copy to the Center's brochures and digital billboards. Efforts helped PRC double its business within the first year | | |
| 2001::2003 | Cabaret Metro | <i>Street Marketing Team</i> | Chicago: IL |
| | • Create word-of-mouth street marketing for clients such as Nike, Scion, and Dreamworks | | |

Education

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|------------|--------------------------------|--|--------------|
| 2006::2008 | Rutgers University | <i>M.A. in English Literature</i> | Newark: NJ |
| 2000::2004 | Northwestern University | <i>B.A. English [concentration
Creative Writing]</i> | Evanston: IL |