

# Mary Jones

## Skills + Achievements

- As Senior Copywriter for EuroRSCG 4D, I wrote copy, annotated, and helped develop interactive design elements for Lantus and Apidra websites
- With agency Greater Than One, wrote copy and developed strategy for groundbreaking Thomson Reuters micro-advertising campaign, the first healthcare campaign of its scale
- Produced interactive copywriting for Lantus, Apidra, Tysabri, Astepro, Soma250, and Biosensors International
- Experienced 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 Life 4D

4D is the interactive arm of EuroRSCG's healthcare department

- *Lantus (Sanofi Aventis—Basal Insulin Glargine)*  
As senior copywriter for 4D, developed the content matrix, researched, wrote, and annotated Lantus' direct-to-physician (DTP) website.
- *Apidra (Sanofi Aventis—Prandial Insulin Glulisine)*  
For Apidra's DTP website, worked with design department to brainstorm animated sequences; researched, wrote, and annotated website manuscript
- *Avonex (Biogen Idec—Multiple Sclerosis Treatment)*  
Provided copy and annotations for DTP Avonex Champions Website; wrote headlines and body text for website announcement email
- *Tysabri (Biogen Idec—Multiple Sclerosis Treatment)*  
Provided subject lines, headlines, and copy for Tysabri's "e-blast" email

#### Greater Than One

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

- *Thomson Reuters*  
With GTO's Director of Medical Content, developed a revolutionary micro-advertising campaign for Thomson Reuters, the first healthcare campaign of its scale in the nation. Identified potential marketing demographics, then composed personalized copy for print, email, and web. My work on Phase 1 was instrumental in client's approval of Phase 2 and 3
- *Biosensors International (medical devices used in cardiovascular & critical care procedures)*  
Provided copy for direct-mail newsletter, developed website content assessment for the creative team
- *Astepro (Meda Pharmaceuticals – antihistamine nasal spray)*  
Wrote digital content for Astepro's direct-to-consumer (DTC) website. Analyzed, assessed, organized client content to determine website layout.
- *Texas Children's Hospital Vision 2010*  
Collaborated with GTO's art director and information architect to organize the copy content for TCH's new microsite
- Carried out ghostwriting responsibilities for articles and a book chapter on social media marketing for GTO's upper management

#### TheMixx

The Mixx is an interdisciplinary strategic marketing and design boutique

104 Marcy Avenue #3 Brooklyn, NY 11211  
214.629.4986 | mejones@gmail.com  
www.MaryJonesCopywriter.com

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- *Soma 250 (Meda Pharmaceuticals –skeletal muscle relaxant)*  
Composed new tagline for Soma250's DTC website. Wrote the copy for the Soma250 website (both the DTC side and the DTP side) 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

- *Wilshire Grand*  
Wrote web content for the new Wilshire Grand Hotel website
- *Boston Harbor Hotel*  
Created website tagline, wrote website content for Boston Harbor Hotel
- *Chatter Guard*  
Analyzed direct-response marketing data, then used the information to write a monthly newsletter for the hospitality industry

## Iraq of the Two Rivers

- Wrote and redesigned ITR print brochure for the Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC). Created new copy for ITR's corporate website

## Great New Zealand Christmas Cake Company

- Wrote package copy and product tagline for the Stateside launch of GNZCCC's new product. Provided copywriting for international print brochure, sales letters, and website content.

## Cells for Cells

- Composed articles for the Cells for Cells blog, created press releases. Wrote pitches to recruit corporate sponsors, which succeeded in securing partnerships with Ferrell Gas and Terracon.

- 2006::2008 **Bravesailor Press** *Creative Consultant* New York: NY  
• Marketing efforts helped expand Dallas-based publishing company into New York market  
• Cleaned prose, advised on storylines while completing my Master's Degree
- 2004::2006 **Plano Radiology Center** *Assistant Marketer* 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** *Street Marketing Team* Chicago: IL  
• Create word-of-mouth street marketing for clients such as Nike, Scion, and Dreamworks

## Education

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