

Multicultural Creative Director — Global Content Strategist — Senior Medical Writer

VISION: To provide creative, branding, and SEM strategy for optimized content and promotional campaigns with adherence to FDA regulations and the AMA Manual of Style in English and Spanish. To define business goals and KPI's using web analytics for audience engagement, conversion, and customer acquisition. To build on a 15-year career ideating, executing, translating, managing, and achieving the successful launch of global digital campaigns, supporting AEM, SharePoint, SEMrush, Google Analytics, GlobalVision for world-class IT companies, advertising agencies, and digital outlets.

CONSULTING & FREELANCING: McCann Worldgroup (Annovera), Ogilvy Healthworld (Flibanserin), CDM, Evoke Health Group.

MOBILE APPS / UI & UX DIRECTION: myCigna Health Management App, SoftMaker's FreeOffice Apps, Facebook's PeepTalk Video.

EXPERIENCE

Associate Creative Director / Medical Writer. FCB Health / Neon, Ad Agency, NYC. 2020-2021

- Performed creative direction and strategies for CSCC & BCC oncology therapies & new indication (NSCLC) for Libtayo.
- Successfully launched global tactics & product outreach, including HCP Brochures, iVAs, Websites, & Reprint Carriers.
- Developed DTP marketing & scientific communications providing Medical & Legal Compliance and Annotations.
- Managed and supervised an interdisciplinary team of writers providing direction & mentorship to junior writers.
- Provided compliance with FDA regulations and adherence to brand/AMA style guidance.
- Managed editorial claim/reference research, and fact-checking using PubMed, VeevaVault, and Workfront Proof.

Clients included Regeneron Sanofi (Libtayo)

Strategic Content Writer / Editor. Google – Global Performance & Programmatic Cross Product Solutions, NYC. 2020

- Managed and executed end-to-end Google Ads tactics & projects across Google Surfaces: Apps, YouTube, Search.
- Created, designed, curated, optimized, and maintained sales content to support products, features, and solutions.
- Developed and oversaw the content strategy & design on cross-product tactics & solutions for assigned Client's Ads.
- Worked with Sales Knowledge team to scope sales collaterals and resource needs.
- Engaged in Writing, editing, and driving reviews of B2B content with subject matter experts (SMEs) from Product, Engineering, Marketing, and Legal teams.
- Implemented creative multicultural ideation and localization for Smart Video, Smart Shopping, Dynamic Remarketing, and WildcatX Video Ads Benchmark Campaigns.

Senior Medical Content Writer / Editor. McCann Worldgroup, Ad Agency, NYC. 2019-2020

- Curated content for print and digital efforts, and achieved in-house consolidation of bilingual creative ideation.
- Performed editorial services to ensure compliance with FDA regulations and adherence to brand/AMA style guidance.
- Managed editorial claim/reference research, and fact-checking using PubMed, VeevaVault, and Workfront Proof.
- Developed direct-to-consumer marketing communications providing Medical & Legal Compliance and Annotations.
- Provided SEM and creative direction, strategizing SEO tactics.

Clients included TherapeuticsMD (Annovera, Bijuva, Imvexxy lanch).

Senior Medical Content Editor / Multicultural Writer. Havas Health Plus, Ad Agency, NYC. 2019

- Curated content for print and digital efforts, and achieved in-house consolidation of bilingual creative ideation.
- Performed editorial services to ensure adherence to brand/AMA style guidance.
- Managed editorial claim/reference research, and fact-checking using PubMed, VeevaVault, Workfront Proof.
- Developed direct-to-physician marketing communications providing HPRC, MLR Compliance and Annotations.
- Provided SEM and creative direction, strategizing SEO tactics.

Clients included Sanofi (Dupixent), AstraZeneca (Farxiga), Amgen Biologics and Biosimilars (Kanjinti & Mvasi Launch).

Global Content Supervisor / Senior Medical Writer. WebMD / Medscape, Multimedia Digital Publisher, NYC. 2016-2018

- Successfully launched global tactics and product outreach (**52% growth YOY**), spearheading multilingual projects.
- Implemented WorkFront ProofHQ app integration with Adobe InDesign & Photoshop to drive automation and production efficiency (**30% cost reduction**).
- Developed DTP marketing & scientific communications providing Medical & Legal Compliance and Annotations.
- Performed creative direction, SEO, and strategies for Medscape TV's tactics and mobile products.
- Managed and supervised an interdisciplinary team of writers and editors in London, providing international editorial and cultural consulting for tactics and content in Spanish, French, Brazilian Portuguese, German, Catalan, and Italian.

Clients included Novartis, Merck, Novo Nordisk, Boehringer Ingelheim, Pfizer, Bayer, Genentech, AstraZeneca, Roche, J&J.

- Global Content Strategist / Copywriter. Google World Cup Data Newsroom (RGA), Digital Agency, San Francisco. 2014**
- Provided search engine data analysis for content optimization to drive trending topics for digital marketing strategies.
 - Implemented multicultural ideation and creative conceptualization in English and Spanish to develop international multichannel campaigns for Google's social media coverage of the 2014 FIFA Football World Cup.
 - Engaged in drafting, editing, translating, and proofreading advertorial, entertainment, and journalistic content.
- Consulting Multicultural Creative Director / Copywriter. Hill Holliday / Erwin Penland, Advertising Agency, NYC. 2009-2016**
- Successfully launched the agency's integrated Hispanic communications, providing creative supervision and bilingual copy across social media, shopper marketing, sponsorship, direct mail, and digital accounts.
 - Provided bilingual copy adaptations for interactive programs involving NFL gaming platforms.
- Clients included Johnson & Johnson, Verizon Wireless, Sears, Michelin, Advance America.**
- Consulting Editor. POZ & TuSalud Magazines sponsored by GSK / Smart + Strong Publishers, NYC. 2009**
- Curated content for print and digital efforts, and achieved in-house consolidation of bilingual creative ideation.
 - Provided editorial consulting for magazine covers, bilingual articles, content marketing, and creative campaigns.
 - Managed editorial, fact-checking, annotation, and proofreading services for content using Adobe InCopy.
- Senior Bilingual Copywriter. People Group Magazine / Time Inc., Multimedia Digital Publisher, NYC. 2007-2008**
- Engaged in the multicultural creative ideation, copy, and content development in English and Spanish for journalistic articles, advertorials, and marketing campaigns across multi-channel franchises.
 - Managed Web Content, In-Book Programs, and developed bilingual marketing kits.
- Clients included Unilever, Wal-Mart, Garnier, Trident, McDonald's, Verizon, Absolute Vodka, Nestle, Dior.**
- Senior Copywriter / Linguistic Dept. Manager. The Bravo Group / Young & Rubicam, Advertising Agency, NYC. 2001-2007**
- Engaged in the creative ideation and copy for advertising and marketing campaigns across all media. Specialized in Hispanic & General Market integrated communications across TV/Radio, Web Content, Direct Marketing, and CRM.

EDUCATION

BS-MA* International Studies, Central University of Venezuela (UCV) Business School (*Licenciado)
BA-JD*, Andrés Bello Catholic University (UCAB) Law School (*Abogado)
Philip C Jessup International Law Moot Court Diploma, Washington, DC.