

Multicultural Creative Director — Global Content Strategist — Writer

VISION: To provide creative, branding, and SEM strategy for optimized content and promotional campaigns 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, as well as providing content marketing direction for world-class advertising agencies, digital outlets, and IT companies.

CONSULTING & FREELANCING: Mercedes-Benz, HBO, DirecTV, Grey/Wing, CDM, Ogilvy Healthworld, Willis Towers Watson.

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

Experience

Associate Creative Director / Copywriter. FCB Neon, Ad Agency, NYC. 2020-present

- 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), Janssen (Invokana), Exact Sciences (Cologuard).

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 Editor / Multicultural Copywriter. 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).

Global Content Supervisor / Senior 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 direct-to-physician marketing 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 writing, editing, translating, and proofreading advertorial, entertainment, and journalistic content.
- Managed localization and globalization teams, and provided QA and testing for applications and websites.

Consulting Multicultural Creative Director / Copywriter. Hill Holliday + Erwin Penland, Ad Agency, NYC. 2009 – 2016

- Successfully launched the agency's integrated Hispanic communications, providing creative and graphic design supervision, and bilingual copy across social media, shopper marketing, sponsorship, direct mail, and digital accounts.
- Achieved improved results through Hispanic & General Markets efficient language alignment.
- Provided bilingual copy adaptations for interactive programs involving NFL gaming platforms.

Clients included Verizon Wireless, Sears, Michelin, Advance America.

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 Depart. 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.
- Managed the Linguistic Service Department, supervising transcreators, copy editors, and proofreaders.

Clients included Citibank, Banco Popular, Wells Fargo, AT&T, Sears, Mazda, Kraft, Miller, Microsoft, NYTimes, McDonald's.

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.