

copywriter & creative director

kristen neufeld

474 Harman St, 2R, Brooklyn NY 11237 | 917-830-5497 | contact@kristenneufeld.com

career focus Creative professional with 19 years of pharma experience across HCP, DTC, & market access

- areas of expertise**
- Oncology
 - Autoimmune/inflammatory conditions
 - Vaccines
 - HIV
 - Cardiovascular disease
 - Women's health

professional experience **Creative Director, Copy—freelance (various agencies)** 07/2016 – present

- Making my clients' jobs easier

VP, Associate Creative Director, Copy—Concentric HX 11/2014 – 07/2016

- Responsible for managing all of the agency's oncology business across multiple clients, brands, and teams
- Successfully relaunched a targeted treatment for melanoma with newly approved long-term data amid emergence of novel immunotherapies
- Appointed by senior leadership to a cross-discipline internal task force charged with making recommendations to improve internal processes and enrich agency culture

VP, Group Copy Supervisor—AgencyRx/DDBHealth 12/2012 – 10/2014

- Managed multiple copy teams across several oncology accounts
- Successfully launched a highly anticipated ovarian cancer treatment by spearheading message strategy and creating content for multichannel HCP & DTC initiatives, including conceptualization of an award-winning disease awareness campaign ("**BeBRCAware**"—**MM&M Best Medical Digital Initiative for Consumers, Silver, 2015**)
- Led creative development for and represented agency at several new business pitches

VP, Copy Supervisor—Saatchi & Saatchi Health 04/2010 – 12/2012

- Managed copy teams and led content development on several cardiovascular brands
- Led creative development for and represented agency at several new business pitches

Copywriter/Copy Supervisor—Cline Davis & Mann/Entrée Health 10/2006 – 04/2010

- Supervised copy team, participated in brand and tactical planning, and created content for market access materials on a \$5M payer portfolio

education **BA: Journalism—Penn State University, University Park, PA** 2005

- Minor in Natural Science
- Completed senior thesis, "A Portfolio in Science Writing"
- Graduated with Honors and Highest Distinction (3.94 GPA)

other pursuits Pilates, hiking, birding, meditation, poetry, astronomy, meteorology, adventure travel