

copywriter & creative director

kristen neufeld

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career focus	Creative professional with 18 years of pharma experience across HCP, DTC, & market access	
areas of expertise	<ul style="list-style-type: none">• Oncology• Chronic inflammatory conditions• HIV• Vaccines• Cardiovascular disease• Type 2 diabetes	
professional experience	Creative Director, Copy—freelance (various agencies)	07/2016 – present
	<ul style="list-style-type: none">• Making my clients' jobs easier	
	VP, Associate Creative Director, Copy—Concentric HX	11/2014 – 07/2016
	<ul style="list-style-type: none">• 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
	<ul style="list-style-type: none">• 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"—<i>MM&M Best Medical Digital Initiative for Consumers, Silver, 2015</i>)• Led creative development for and represented agency at several new business pitches	
	VP, Copy Supervisor—Saatchi & Saatchi Health	04/2010 – 12/2012
	<ul style="list-style-type: none">• 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
	<ul style="list-style-type: none">• 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
	<ul style="list-style-type: none">• Minor in Natural Science• Completed senior thesis, "A Portfolio in Science Writing"• Graduated with Honors and Highest Distinction (3.94 GPA)	
other pursuits	Pilates, swimming, hiking, birding, meditation, poetry, astronomy, meteorology, adventure travel	