

## AMY LIPSON

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### QUALIFICATIONS

Award-winning writer with demonstrated expertise in promotional concept, copy, and design in advertising, healthcare, and corporate communications to numerous audiences—including professional, consumer, patient, stakeholder, and managed markets. Creative and proactive professional with proven ability to successfully mentor teams, develop brand voice, and implement brand strategies to move product and establish commanding market presence.

### PROFESSIONAL EXPERIENCE

#### **ProWriter Communications, LLC Roseland, NJ**

**Principal  
2010-Present**

Freelance copywriting services specializing in promotional communications/advertising arena. Areas of expertise include creative/concept development, ad campaigns, branding, positioning, marketing strategy, product messaging, product launches, medical education, patient education, mentoring copy staff, and brand development targeted at professional, consumer, patient, managed market, and sales force audiences. Clients include Bristol Myers Squibb, Bayer HealthCare, Becton Dickinson, Novartis Oncology, Impax Pharmaceuticals, PharmaDerm Corp, Healthcare Regional Marketing, Maven Communications, ICC Lowe, Pace, Ogilvy CommonHealth, Global Advertising Strategies, Inc., Air Health LLC, Health First, Inc. Managed Care Network, Access Communications, Sparxly Inc., Realty Rx, Sui Generis Health, East Coast Digital, Stage-One Media, MRM//McCANN (Associate Creative Director/McCann Worldwide), LLNS (Omnicom), McCann Managed Markets, The Marketing Arm, Janssen Pharmaceuticals, Pivot Health + Wellness, FCB/CURE (An FCB Health Network Company), Navicor/GENICOS/GSW (SyneosHealth), NEON (FCB Health), Rarity Health.

#### **Flashpoint Medica (An Omnicom Company) New York, NY**

**Vice President, Group Copy Supervisor  
2009-2010**

Launched multiple cardiac devices for Biosense Webster, a Johnson & Johnson company, (**SmartAblate System**), as well as the launch of an irrigated cardiac ablation catheter (**ThermoCool SF**); Global and US repositioning of cardiac stent by Cordis Corp., a Johnson & Johnson company (**Cypher Stent**); Promoted Endovascular Balloon Angioplasty (**Firestar & Durastar**) for Cordis Corp; Led promotion of Endo Pharmaceuticals brand for Central Precocious Puberty (**Supprelin LA**); Led creative copy for print and interactive media.

#### **ICC (Integrated Communications Corp.) Parsippany, NJ**

**Group Copy Supervisor  
2004-2009**

Responsible for entire Sepracor Inc. respiratory franchise (**Omnaris, Alvesco, Xopenex, Brovana**), spear-heading new product launches for Omnaris (2008) and Alvesco (2009); Supervised copy for CNS sleep aid (**Lunesta**); Head writer for all Bausch & Lomb business, launching new creative campaigns for ocular products (**Lotemax, Alex, Zylet**); Spearheaded new product launch for intranasal corticosteroid for Sepracor (**Omnaris**) and asthma medication (**Alvesco**); Led all McNeil Pharmaceuticals business (Division of Johnson & Johnson); Assembled and supervised writing teams for the promotion of Urology products (**Elmiron, Ditropan XL**), Women's Healthcare products (**Ortho Tri-Cyclen Lo, Ortho Evra**), and project work in pain category (**Ultram ER**); Created Virtual Preceptorship Program, Diagnostic Workshops, Patient Support Programs, Direct Mail Campaigns, Videos, and various promotional and training pieces for the physician audience. Developed tactical plans for numerous brands. Participated in concept development and business planning for new Shire Pharmaceuticals ADHD product (**Vyvance**) for launch in 2007. Promoted antihypertensive (**Lotrel**) for Novartis Pharmaceuticals Inc. Writer for the Sanofi Pasteur vaccine franchise (**Fluzone, HD IM, TheraCys BCG, Travelers Immunizations: Typhoid/Yellow Fever/Rabies/Japanese Encephalitis**).

**Torre Lazur McCann**  
**Parsippany, NJ**

**Copy Supervisor**  
**2003-2004**

Drove creative process by developing and writing annotated detail aids, reprint carriers, flashcards, slim jims, marketing letters, primers, and CD-ROM to drive sales in promotional and managed markets. Created pharmaceutical company corporate website, as well as consumer website. Launched "Mr. Mucus" campaign for Adams Respiratory Therapeutics (**Mucinex**). Developed and executed creative concepts for repositioning various drugs in marketplace. Other clients include Pfizer (**Fragmin**), Janssen Pharmaceutica & Eisai Pharmaceuticals (**Aciphex**), and Watson Pharmaceuticals (**Oxytrol**).

**Noesis Healthcare Interactions** (A CommonHealth Company)  
**Morristown, NJ**

**Senior Copywriter**  
**2001-2003**

Drove strategic and tactical direction as creative point person for brand team. Conceptualized and wrote for various media including audio, CD-ROM, Internet, flash, and print in the form of brochures, ads, visual aids, reprint carriers, and pharmaceutical training/selling tools for professional audience. Created patient education/support programs and sales motivational programs. Met deadlines and budget goals. Heavy client contact. Supervised staff and freelance writers. Participated in numerous pitches (**Foradil, Astelin, Omnicef, Biaxin**) and repositioning exercises (**Starlix, Famvir**). Clients included Novartis Pharmaceuticals (**Famvir, Starlix, Elidel**), Elan Pharmaceuticals (**Zanaflex**), and Xcel Pharmaceuticals (**Diastat, Migranal**).

**Peoples Publishing Group, Inc.**  
**Saddle Brook, NJ**

**Copy Editor/Copy Chief**  
**2000-2001**

Specialty educational state-specific standardized test preparation publisher. Teamed with upper management to set company guidelines/department procedures for production and editorial departments. Hired and supervised all freelance copyeditors and proofreaders. Coordinated revisions with authors and project managers pertaining to text and design. Wrote, edited and reviewed manuscripts for tone, consistency, content, format and style from conception to completion.

**Harrison & Star** (Healthcare Advertising & Communications)  
**New York, NY**

**Copywriter**  
**1999-2000**

Wrote brochures, visual aids, reprint carriers, medical education tools and sales promotional pieces for the pharmaceutical industry. Interacted with art directors and account services to create printed pieces from conception to completion. Clients included Novartis and Bristol Meyers Squibb, with therapeutic platforms in oncology (**Aredia, Zometa**) and antihypertensives (**Avapro, Avalide**), respectively.

**Dauphin North America**  
**Boonton, NJ**

**Marketing Coordinator**  
**1998-1999**

Wrote radio commercials, newsletters, ads, and other promotional pieces. Created all in-house desktop publishing pieces. Coordinated trade shows, seminars, training programs, and produced marketing/media plans to promote company exposure and growth.

**UR SMART, Inc.** (Institute for Hypnotherapy)  
**Old Tappan, NJ**

**Director of Marketing**  
**1994-1998**

Designed/wrote assorted promotional pieces to launch company program in retail market. Created and implemented corporate presentation packets and press kits, coordinated seminars/workshops, and scripted/narrated audiotape program to expand/promote product line

**ACHIEVEMENTS**

1<sup>st</sup> Place, 35<sup>th</sup> Annual New Jersey Advertising Club 2003 Jersey Awards  
(Collateral/Printed Materials)

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Rx Club Award for Excellence in Creativity, 2003  
(The h.o.p.e. Patient Support Program)

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2004 Global Awards for Healthcare Communications Finalist  
(OXYTROL Comfort Zone Professional Education Kit)

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International Library of Poetry 2001 Editor's Choice Award

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2001 Pen Pushers Publications award for excellence in poetry

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Published author/children's books:

Penelope Pratt's Hats

Rufus Rules!

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Poems published in:

An Eternity of Bliss ♦ Just Say NO to Divorce Lawyers ♦ A New Beginning

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**ASSOCIATIONS**

Society of Children's Book Writers & Illustrators  
International Reading Association ♦ National Writers Union

**SKILLS**

Management and Mentoring skills ♦ Solid communication skills ♦ Team player  
Visual/conceptual thinker ♦ MAC & PC Platforms

**EDUCATION**

Bachelor of Science, Sociology ♦ Northeastern Illinois University ♦ Chicago, Illinois  
Magna cum laude

Certificate, Desktop Publishing / Graphic Arts ♦ Milo School of Graphic Arts  
Totowa, New Jersey