

EXPERIENCE

HCP/DTC Pharma Copywriter — Freelance/Full time

04/2020 – Present

- Pharma/Healthcare ad agencies including Havas Health, FCB Health, McCann Health, Calcium/Amino, Biolumina

ASSOCIATE CREATIVE DIRECTOR @Evoke

11/2013 – 04/2020

- Acted as content team lead, supervising freelancers and copywriters.
Developed digital and print materials for major pharmaceutical corporations

GROUP COPY SUPERVISOR @McCann Health

02/2009 – 11/2013

- Wrote and developed copy for Allergan/AbbVie dermatology product

COPY SUPERVISOR @Havas Health NY

11/2007 – 02/2009

- Developed content for several HCP and patient brands

SENIOR COPYWRITER @Sudler & Hennessey

09/2006 – 11/2007

- Developed content for several HCP and patient brands

SENIOR COPYWRITER @Greater Than One

09/2004 – 09/2006

- Developed content for several HCP and patient brands

EDUCATION

BA, STOCKTON UNIVERSITY

**MARC
BALLER**

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