

# Lisa M. Smith

Medical Writer  
[Lisa@LisaSmithWrites.com](mailto:Lisa@LisaSmithWrites.com)

New York, New York 10024  
m/917-318-7278

---

## **Freelance Group Copy Supervisor**

**Sentrix Health Communications 11/2014-1/2015**

Boehringer Ingelheim

- Combivent Respimat: Deck for internal sales meeting presentation, Pharmacy Brochure, HCP and Pharmacy Call Scripts

## **VP, Group Copy Supervisor**

**Publicis LifeBrands Medicus 4/2014-10/2014**

Abbvie

- Copy lead for Humira US psoriasis and psoriatic arthritis indications: CVAs, Slim Jims, campaign concepting

## **Copy Supervisor, Managed Markets**

**The CementBloc 7/2013-4/2014**

Bristol-Myers Squibb/AstraZeneca

- Farxiga (US launch): Messaging, Market Research, Formulary Toolkit, Pharmacy Flashcard, FAQs, Monograph, Objection Handler, Messaging Training Deck

Celgene

- Abraxane (US launch): pancreatic cancer indication, label updates, ICD-10 Brochure, NCCN E-blast
- Celgene Patient Support: web site updates, web site overhaul, Financial Services Brochure, Quarterly Practice Report Card

## **Senior Copywriter**

**Palio+Ignite 6/2012-6/2013**

A.P. Pharma

- APF530: pre-launch messaging, naming of Reimbursement and Patient Assistant Program

Vertex

- Incivek: Incivek.com (HCP and consumer), CheckForHepC.com (HCP), BetterToKnowC.com (consumer)
- Kalydeco: MOA videos (HCP and consumer), Summer Newsletter (consumer)

Endo

- Lidoderm: Lidoderm.com (HCP and consumer)
- Supprelin: SupprelinLA.com (consumer), unbranded banners, PubertyTooEarly.com (consumer)
- HealthTronics: naming for Electronic Medical Records system

Maimonides Hospital and Cardiac Care Center

- Concepting for print campaign (HCP and consumer)

Boehringer Ingleheim

- Pradaxa: Concepting for campaign evolution and branded digital formats (HCP)

**Freelance Medical Writer****2010-2012**

DraftFCB Healthcare, Hobart Forte, Publicis LifeBrands Medicus, Cult Health, Saatchi & Saatchi Healthcare, Grey Group

**Freelance Medical Editor****2002-2009**

Cline Davis & Mann, Saatchi & Saatchi Healthcare, Publicis LifeBrands Medicus, Regan Campbell Ward, Hospicom, Grey Group, AgencyRx, Brand Pharm

**Business Development****Business Valuation Resources 2007**

Create new financial publishing products for CPAs, private equity, and venture capitalists

**Information Security Consultant****2003-2006**

Pfizer

- Vendor Intranet Site
- Vendor Marketing Plan

American Express

- Project Manager for major worldwide GLBA and Sarbanes-Oxley compliance initiatives
- Global Communications for the Chief Information Security Officer
- Content for Training Programs reaching more than 150K employees and contractors worldwide

**Freelance writer****CareerBuilder.com 2001-2002**

- Write workplace articles also featured in The Chicago Tribune, The Miami Herald, New York Newsday, and on associated web sites including LATimes.com and MSN.com

BA, Mount Holyoke College 1992

MA, New York University 1996