

NINA HOPE INC. 135 W. 3rd Avenue, Conshohocken, PA 19428

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As a freelance resource, I can offer you a rare blend of writing craft, creative spark, and strategic thinking with deep experience in print, interactive, and broadcast media. My most recent focus has been in the biomedical sector but my expertise reaches across financial, technology, retail, education, and real estate.

Digitas Health 9/2007-10/2010 Associate Creative Director

Led my creative team through concepting, design, content development, interactive architecture, regulatory submissions, and tech development for online media, websites, and print. Also did a large portion of the writing.

- **Shire Lialda** (ulcerative colitis) agency of record— ACD and writer for consumer and HCP sites, consumer eCRM, patient education print, online media
- **Novartis Enablex** (overactive bladder)—ACD and co-writer for consumer site, Web media, eCRM
- **Bristol-Myers Squibb** Erbitux (oncology)—ACD for HCP/consumer site (waiting FDA approval; ACD for Ixempria (oncology drug)—HCP/consumer site
- **Merck** ACD for promotional interactive projects for HCPs—MerckVaccines.com, redesign of global HCP site for Propecia, eCRM newsletter programs
- **King Pharmaceuticals** Levoxyl (thyroid)—ACD and writer for HCP interactive learning module

TMX Communications [acquired by Bridgeline Digital in 2010] 1/2005-8/2007 Copy Director

eCRM for healthcare professional and consumer audiences

- Tamiflu (influenza anti-viral) eCRM program for PCPs and pediatricians
- Siemens Medical: Web media for cardiology, women's health

Consumer outreach and DTC sites

- **LifewithLG.com** Content and promotions for consumer social network site for mobile phones; sponsored events; “Mobile Movies” videos; eCRM newsletters
- **Neatreceipts.com** Site content development and tutorial videos
- **Siemens Medical** Content for changethestatistic.com, breast cancer awareness site(no longer live)
- **AllnaturalMBP.com** Concept and content for consumer awareness site
- **Findthetimecapsule.com** Concept and content for site promoting TIAA-Cref I529 college plans

Multi-channel interactive learning modules/eCRM programs for HCPs

- AugmentinXR (anti-infective)
- Concerta (ADHD)
- Flexeril 5 (muscle relaxant)
- Invega (antipsychotic)
- Lescol XL (statin)
- Levitra (erectile dysfunction)
- Paxil CR (SSRI)
- Systane (tear replacement lubricant)

- Siemens Medical (cardiology and breast imaging technology)
- CardioWriter (CD-ROM demo/eRM for cardiology report writing program)

Bloomberg L.P. 1996-2002 & 10/2010-2011 Consulting senior writer for in-house Creative Services CRM programs, events, training, print and billboard advertising, Web media, and collateral

Freelance clients 1992-present

Writing and concepting across numerous sectors and media channels for:

AARP (LifeTuner.org), Bloomberg, Cadient Group, DiD, Digitas Health, MRM Princeton, Domus, UNISYS, Foster-Redmond, University of Pennsylvania, M LLC., SFGT, Hanson Associates, Toplin & Associates, Acute Strategy, Houpla, Crane Marketing, Bodine Marketing Group, Nixon Peabody, Temple University, Janet Hughes and Associates, Big Jobs Little Jobs, Calhoun Design, Steege/Thomson Communications, Scott Design, SDH Group, Einstein Healthcare Network, Fox Rothschild, Vox Medica

Other positions

Kaiser Feinberg & Associates, Moorestown, NJ VP Co-Creative Director
Earle Palmer Brown, Philadelphia Senior Copywriter
FCB, Philadelphia Senior Copywriter
Michael Bungey & Partners, London Copywriter
Ayer Barker, London Copywriter

Awards

2006 and 2007 IAC Agency of the Year, Web Marketing Association (copy for all TMX entries)
2007 Web award Web Marketing Association, findthetimecapsule.com
Philly Golds Paxil CR, TMX Communications, Augmentin XR, Flexeril 5, CardioWriter
Silvers Direct Marketing B2C, ScriptLogic; TMX Agency of the Year 2005 Website; TMX 2005 Interactive Holiday Card & poster; Paxil CR, Daily Hurdles Email; Systane, Not a Dry Eye in the House Email; Cardiowriter, Cardinal Health; Augmentin XR Patient Profile
RX Club Awards 2006 Best Healthcare Professional Website: Levitra, Augmentin XR; best animation: Paxil CR; Best Consumer Website: Altace intercept program
2nd District Addy Ambassador East Hotel campaign
Philadelphia Addy After Six A/V, Barbizon Hotel campaign, After Six ad, Ambassador East ad, Safeguard Scientifics annual report
HSMAI Award Barbizon Hotel campaign, Sheraton Society Hill

Education University of Iowa, BA English, Honors, Phi Beta Kappa

Interests I'm a self-taught painter, music fan, avid cook, and thrift store fanatic