



Joseph Ehlinger

Healthcare & Medical Copywriter

Conceptual, results-oriented Creative who's written everything from clever tweets to Super Bowl TV. 10+ years at NYC agencies on national accounts. Well-versed in SEO and online video production.

HCP • DTP • DTC • Editorial • Digital • Print • Broadcast

Medical Portfolio: www.josephehlinger.com/pages/medical.html

Contact: joseph@josephehlinger.com

Medical Experience:

Healthcare Editorial Director - Two years with The Monday Campaigns, a New York-based public health nonprofit associated with Columbia, Johns Hopkins and Syracuse Universities. (Details below.)

Humira - Wrote the introductory website for the rheumatoid arthritis drug. (Abbott Laboratories)

PerkinElmer - A world leader in medical research and scientific instrumentation. Wrote two years of corporate social media posts.

Sudafed - Created a national TV campaign (3 commercials) promoting the oral decongestant's efficacy without drowsy side effects. (Pfizer)

Claritin - Wrote storyboards for the OTC switch of the Schering-Plough allergy medicine. (Grey Worldwide)

Denavir - Created DTC positioning concepts and TV scripts for the Novartis cold sore (herpes simplex) medicine. (Grey Worldwide)

Combivent/Atrovent - Created DTP print concepts for the Boehringer Ingelheim COPD treatment. (Euro RSCG)

Zovirax - Wrote DTC positioning concepts for the introduction of the GlaxoSmithKline medicine for genital herpes. (Bates USA)

Advil - Wrote introductory TV scripts for the Whitehall-Robins ibuprofen medicine. (Young & Rubicam)

Purpose - Created the introductory print campaign for the Johnson & Johnson sunscreen facial moisturizer developed as an adjunct for Retin-A patients. (Young & Rubicam)

Agency Experience:

The Monday Campaigns, NY (GRACE Communications Foundation) - **Healthcare Editorial Director** for a public health nonprofit associated with Johns Hopkins, Columbia and Syracuse Universities. Wrote, edited and produced weekly online content, promotional tools and other health-related materials for NGOs, healthcare partners, corporations and individuals that focused on diet, exercise, stress management and tobacco cessation. *Aug. 2016 - Aug. 2018*

Colangelo Marketing, CT (Omnicom) - **Conceptor/Senior Copywriter**. PerkinElmer corporate social media posts, Diageo spirits, Kraft, Schick, Church & Dwight. *2003 - 2016*

Grey Worldwide NY - **VP, Associate Creative Director**. Procter & Gamble, SmithKline Beecham, Panasonic, Seagram, New York State Lottery, Kforce.com (Super Bowl TV). *1996-2001*

Momentum (McCann-Erickson NY) - **Creative Director/Producer** for the Coca-Cola Olympic Torch Relay experiential touring event, Los Angeles to Atlanta in 84 days. *1995-1996*

Bates USA NY - **VP, Creative Supervisor**. Pfizer-Warner (Sudafed, Benadryl), Miller Brewing Company. *1994-1995*

Young & Rubicam NY - **VP, Creative Supervisor**. Whitehall-Robins (Advil, Anacin), Johnson & Johnson, KFC, Kodak, DR Pepper, Kraft, Merrill Lynch, 20th Century Fox feature films. *1983-1994*

Skills: Video Edit (Premiere Pro), Audio Record (Avid Pro Tools), Graphics (Photoshop, InDesign), Web Design (Dreamweaver)

Education: B.A. English, Pennsylvania State University