



## 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 online video/audio production.

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

Medical Portfolio: [www.josephehlinger.com/pages/medical.html](http://www.josephehlinger.com/pages/medical.html)

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#### 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:

**Pitney Bowes, CT - Marketing Copywriter.** Introduce and promote latest mailing and shipping solutions for a world leader in ecommerce. 2019 - 2022

**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, video and other health-related materials for NGOs, healthcare partners, corporations and individuals that focused on diet, exercise, stress management and tobacco cessation. 2016 - 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. 1988-1994

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

**Education:** B.A. English, Pennsylvania State University