

JOSEPH EHLINGER

resume

Senior Creative | Medical-Healthcare Copywriter

DTP • HCP • Consumer Facing • Broadcast • Digital • Print • Collateral

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

Creative Portfolio: josephehlinger.com

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Medical Experience:

Humira - Abbott Laboratories. Wrote [first website](#) for the rheumatoid arthritis drug. (*Tribal DDB*)

Sudafed - Pfizer. Oral decongestant. Wrote [national OTC TV](#) and radio campaign. (*Bates USA*)

Claritin - Schering-Plough. Wrote concepts and storyboards for the OTC switch. (*Grey Worldwide*)

Denavir - Novartis. Treatment of cold sores (herpes simplex). Positioning concepts and TV scripts for DTC campaign. (*Grey Worldwide*)

Combivent/Atrovent - Boehringer Ingelheim. Improves lung function in COPD patients. DTP [print campaign](#) concepts. (*Euro RSCG Life*)

Zovirax - GlaxoSmithKline. Genital herpes. Positioning concepts for DTC introduction. (*Bates USA*)

Advil - Whitehall-Robins. Intro TV scripts for the OTC switch of ibuprofen. (*Young & Rubicam*)

Purpose - Johnson & Johnson. [National intro](#) of facial moisturizer with sunscreen developed as a Retin-A adjunct. (*Young & Rubicam*)

PerkinElmer - A world leader in medical and scientific instrumentation. Wrote two years of [corporate social media posts](#). (*Facebook, LinkedIn, Twitter*)

Agency Experience:

The Monday Campaigns, NY - Healthcare Editorial Director for a nonprofit public health agency associated with Johns Hopkins, Columbia and Syracuse Universities. Write, edit and produce weekly online content, promotional tools and other [health-related materials](#) for NGOs, healthcare partners, corporations and individuals that focus on diet, exercise, stress management and tobacco cessation. *Aug. 2016 - current*

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

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

Momentum (McCann-Erickson NY) - Coca-Cola Experiential Creative Director/Producer for the U.S. Olympic Torch Relay. *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), KFC, Kodak, Johnson & Johnson, DR Pepper, Kraft, Merrill Lynch, 20th Century Fox feature films. *1983-1994*

Skills: Video editing (Premier Pro), audio recording (Avid Pro Tools), graphics (Photoshop, InDesign), website design (Dreamweaver), Microsoft Office.

Education: B.A. English, Pennsylvania State University