

# JOSEPH EHLINGER

Senior Creative | Medical Copywriter

resume

Broadcast • Digital • Print • Collateral

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

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## Medical Experience:

**Humira** - Abbott Laboratories. Wrote introductory website for the new 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. Introductory TV scripts for the OTC switch of ibuprofen. (*Young & Rubicam, NY*)

**PURPOSE** - Johnson & Johnson. National introduction of facial sunscreen moisturizer initially developed for Retin-A users. (*Young & Rubicam, NY*)

**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** - Editorial Director for the nonprofit health initiative associated with Johns Hopkins, Columbia and Syracuse Universities. *Aug. 2016 - current*

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

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

**Momentum (McCann-Erickson NY)** - Freelance Creative Director/Producer for the Coca Cola Olympic Torch Relay, Nike, AT&T, 1-800-Flower, Outback Steakhouse. *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, J&J, DR Pepper, Kraft, Merrill Lynch, 20th Century Fox feature films. *1983-1994*

**Skills:** Video editing, audio recording, graphics, website design, Microsoft Office.

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