JENNIFER SHAW

HEALTHCARE COPYWRITING | CREATIVE STRATEGY | TEAM LEADERSHIP

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PROFILE

Healthcare copy and creative leader with experience developing strategic, multichannel advertising and promotional communications across various healthcare categories. Combines concept development and hands-on writing with cross-functional partnership, writer mentorship, and a strong understanding of brand strategy, HCP and DTC audiences, and medical/legal review. Experienced in guiding work from brief through final delivery, presenting ideas to clients, contributing to new-business pitches, and using AI tools in day-to-day creative workflows.

CREATIVE & LEADERSHIP STRENGTHS

Creative Concept Development • Healthcare & Pharma Copywriting • HCP / DTC Communications • Brand Positioning & Messaging • Art Director Partnership • Writer Mentorship • Cross-Functional Collaboration • Promotional Review / MLR • Integrated Digital & Print Campaigns • New-Business Pitches • AI Tools & Emerging Technology

PROFESSIONAL EXPERIENCE

Group Copy Supervisor | FCB Health NY | *Nov 2022–Present*

Therapeutic focus: Hematology / Oncology

- Develop and lead advertising and promotional copy from early drafts through final delivery, balancing strategic intent, creative quality, and close attention to detail.
- Partner with strategy, account, art, and other cross-functional teams to translate client objectives into clear, compelling, and compliant communications.
- Contribute to brand positioning and communication strategy across HCP and DTC initiatives for US and global audiences.
- Collaborate with physicians and key opinion leaders to gather perspectives on therapies, clinical practice, and patient and HCP needs.
- Support client discussions and promotional review board (PRB) reviews, helping ensure work aligns with brand strategy and FDA/medical-legal requirements.
- Contribute to product launches, rebranding initiatives, competitive reviews, brainstorms, and new-client pitches.
- Use generative AI tools in daily workflows to support creative development and communications tasks.

Copy Supervisor | FCB Health NY | *Jul 2021–Nov 2022*

Therapeutic focus: Hematology

- Generated copy ideas and creative concepts grounded in brand strategy, client objectives, and audience needs.
- Partnered with art direction and account teams to develop and execute promotional work, maintaining quality and deadlines across projects.
- Supervised junior writers and interns, providing guidance on copy development and project execution; promoted to Group Copy Supervisor.

Senior Writer | MRM | *Aug 2020–Jul 2021*

Therapeutic focus: Neurology

- Developed copy and digital strategies that brought brand stories and conversation flows to life across channels.
- Created long- and short-form content for patient and HCP audiences, using performance insights and evolving user behavior to refine assets and deepen engagement.

Product Marketing | Hillrom | *Apr 2018–Aug 2020*

Therapeutic focus: Cardiology

- Developed content strategy for websites, print, social media, sales materials, and white papers, with recommendations designed to strengthen brand engagement.
- Contributed to product positioning and messaging for new products and enhancements; partnered with US sales and distribution teams to understand customer needs and value drivers.

Digital Content Strategist | Digitas Health Lifebrands | *Jul 2016–Aug 2017*

Therapeutic focus: HIV / Oncology

- Audited web and content experiences against business objectives, audience needs, competitive activity, partnership opportunities, and promotional channels.
- Led internal and external brainstorms to identify audience acquisition and retention opportunities and support brand awareness and growth.

Director, Web Engagement | GE Power & Water | *Nov 2014–Jan 2015*

- Defined a strategic web engagement roadmap for three business divisions.
- Improved conversion rates by more than 10% through A/B and multivariate testing and drove year-over-year growth of more than 15% through paid media, SEO/SEM, and partner initiatives.

Senior Director, Interactive Strategy & Content | Fingerpaint Marketing | *Jun 2013–Jul 2014*

- Developed digital strategies aligned with corporate and client objectives, connecting content, channel planning, and user experience.
- Created and presented concepts and developed email campaigns, web copy, social content, press releases, white papers, blogs, and other digital and print materials.
- Exceeded project growth objectives by more than 10% through planning and execution.

Director, US B2B Digital Communications | Mastercard Worldwide | *Apr 2012–Jun 2013*

- Directed a team developing digital marketing communications for internal and external stakeholders; served as a key liaison among clients, agency partners, and internal teams.
- Helped increase page views and e-newsletter distribution by more than 10%; developed a communications strategy that contributed to a 5% increase in published news stories.

Senior Manager, Industry Outreach | Scripps Network Interactive — HGTV Frontdoor.com | *Apr 2010–Apr 2012*

- Increased audience and category engagement by 25% year over year, expanded the platform to more than 50 markets in under two years, and grew the database by more than 150%.

Brand Manager | Scripps Network Interactive — HGTV Frontdoor.com | *Sep 2008–Apr 2010*

EDUCATION

B.S., Business Marketing | SUNY Plattsburgh, Plattsburgh, NY | Cum Laude | May 1998