

JEN SHAW

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PROFESSIONAL EXPERIENCE

FCB Health NY: Group Copy Supervisor (Therapeutic area of focus: Hematology/Oncology) **(November 2022 – present)**

- Develop and manage advertising and promotional copy from draft stage through final deliverable
- Partner with cross-functional teams to ensure adherence to client's marketing strategies and objectives, while maintaining FDA and med legal guidelines
- Supported content execution during discussions with clients and PRB reviews
- Collaborate with key stakeholders to generate communication strategies for both internal and external members of the brand team
- Create synergies among tactics for HCP and DTC audiences in both the US and Global markets
- Monitor competitive landscape and new technologies within the industry to help increase product awareness, attributes, and enhance customer engagement
- Identify new market opportunities
- Support new product launches and rebranding initiatives
- Participate in brainstorm sessions and brand pitches for new clients

Copy Supervisor (Therapeutic area of focus: Hematology) **(July 2021 to November 2022)**

- Responsible for generating ideas for advertising and promotional copy, focusing on strategic initiatives and brand goals
- Worked closely with creative and account teams to ensure adherence to client's marketing strategies and objectives within specified deadlines
- Supervised junior writers on projects and worked with Art Supervisor in partnership to generate concepts
- Supervise junior writers and new intern hires
- Promoted to Group Copy Supervisor

MRM: Senior Writer (Therapeutic area of focus: Neurology) **(August 2020 to July 2021)**

- Crafted copy and digital strategies to align to brand stories and conversation flows through various media channels; Authored long and short form digital content to fuel performance and analytics drivers and optimize that content as user consumption changes; Defined creative strategies to create deeper engagement with patients and HCPs by leveraging and optimizing existing assets.

Hillrom: Product Marketing, Cardiology **(April 2018 to August 2020)**

- Identified content strategy for website, print, social media, sales materials and whitepapers; Proposed content recommendations to increase engagement and leverage the brand; Helped develop product positioning/messaging for new products and enhancements; Collaborated with U.S. sales team and distribution partners to understand value drivers and support required deliverables.

Digitas Health Lifebrands: Digital Content Strategist (Therapeutic areas of focus: HIV/Oncology) **(July 2016 to August 2017)**

- Served as content/web auditor to achieve business goals and address business challenges, partnership opportunities, audience diversity and promotional channels; Led internal and external teams in brainstorm sessions to address audience acquisition/retention, competitive landscape, and promotional/partnership opportunities to increase brand awareness and growth.

GE Power & Water: Director – Web Engagement

(November 2014 to January 2015)

- Defined the strategic road map for 3 distinct divisions within the Power & Water business unit; Increased conversion rates by over 10% through A/B and multivariate testing; Drove year-over-year growth by over 15% through paid media, SEO/SEM and partner initiatives.

Fingerprint Marketing: Sr. Director – Interactive Strategy/Content

(June 2013 to July 2014)

- Defined and developed digital strategies to align with corporate and client objectives; Exceeded project growth objectives by over 10% through efficient planning and support; Created and presented concepts, email marketing campaigns, web copy and social media for a holistic user experience; Wrote and published copy for digital and print campaigns, press releases, whitepapers, blogs.

Mastercard Worldwide: Director – US B2B Digital Communications

(April 2012 to June 2013)

- Directed team developing digital marketing communications to key internal and external stakeholders. Primary liaison between clients, agency partners and internal stakeholders; Increased page views and distribution of e-newsletter by over 10%; Developed communication strategy, which resulted in a 5% increase in published news stories.

Scripps Network Interactive: Senior Manager – HGTV's Frontdoor.com Industry Outreach

(April 2010 to April 2012)

- Increased total audience and category engagement by 25% year-over-year; Led expansion to over 50 markets in less than 2 years increasing database by over 150%.

Scripps Network Interactive: Brand Manager – HGTV's Frontdoor.com

(September 2008 to April 2010)

EDUCATION

SUNY Plattsburgh, Plattsburgh, NY

BS Business Marketing: Cum Laude May 1998