

# Zina Rose, Copywriter

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## Summary

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Quick, talented wordsmith experienced in delivering engaging, targeted copy for online and social media. Adept at writing in a variety of voices and styles for diverse audiences.

## Work History

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### Senior Copywriter 2016-Present

Digitas Health LifeBrands, Philadelphia, PA

- Lead writer for HUMIRA accounts, across 10 indications. Concept and produce creative content for branded consumer website and unbranded social media accounts
- Raised the creative bar for the psoriasisSPEAKS Facebook content, leading to a significant increase in social engagement on the page

### Medical Social Worker 2011-2016

Baltimore MD & New Orleans, LA

- Conducted in-depth social interviews with patients in order to evaluate and address consumer needs
- Collaborated closely with patients and healthcare professionals to gain insights and strategize solutions to medical challenges that arose

### Senior Copywriter 2009-2011

AgencyRx, New York, NY

- Writer for dollar King and Novartis pharmaceutical accounts. Developed strategically aligned HCP marketing materials as well as engaging training presentations for sales representatives

### Copywriter 2008-2009

Evoke Interaction, New York, NY

- Spearheaded campaign development and creation of award-winning branded and unbranded marketing materials for Novogyne account.

### Copywriter / Researcher 2006-2008

Digitas Health LifeBrands, Philadelphia, PA

- Developed compelling copy for online marketing campaigns, banner ads, email blasts, video scripts and other interactive mediums. Conducted thorough online research and analysis and provided recommendations for development of brand campaign strategies.

## Education

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### Master of Social Work 12/2014

Tulane University, New Orleans, LA

### Bachelor of Arts in Psychology 5/2005

Susquehanna University, Selinsgrove, PA