

JACK CARDEN

VP Copy Supervisor

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Portfolio: www.jackcarden.com

Web Site Content: www.seroquel.com www.detrol.com www.tysabri.com

Personal Profile: Skilled multi-media writer—CRM, TV, Web—who side-steps the clichés of “pharma” advertising to connect with the common sense, curiosity and inner emotions of the healthcare consumer.

Professional Skills:

- Over 12 years experience in pharmaceutical DTC/OTC programs.
- Clients include: Amgen/Wyeth, Novartis, GSK, Wyeth, Pfizer, Allergan, Sanofi-Aventis, BMS.
- Areas of expertise: rheumatoid arthritis, cardio-vascular, pulmonary, mental health, gastro-intestinal, diabetes, osteoporosis, eye disease and vision correction.
- Quick read of client issues. Skilled at listening—to clients, colleagues, and consumers.
- Experienced Web content writer, 360° thinker.

EURO RSCG MetMax, Freelance 1st Quarter 2009

- Produced 360° program for MS Therapy, Tysabri, including: Web site, print, brochures, DM.

Saatchi&Saatchi Consumer Health+Wellness, Staff 2004-2008

- Accounts I have won: Chantix (anti-smoking), Multaq (atrial fibrillation) and BP Success Zone, a multi-drug website project serving all Sanofi-Aventis hypertension drugs.
- Created Detrol “Bathroom Icon” campaign for TV and collaborated on writing Web site.
- Worked on: Enbrel, Plavix, Ambien, Nexium, Boniva, Pulmicort, Detrol, Transitions Lenses.

EURO RSCG Adrenaline, Freelance 2004

- Print ads, brochures, and research projects for HIV and Hepatitis C drugs.

Grey Health Group, Freelance 2003-2004

- Pitched: Macugen (Macular Degeneration), and Restasis (Dry Eye Disease).
- Project writer for BOTOX on long-term assignment. Wrote brochure and print ads for physicians’ offices.

Grey Worldwide 1987-2003

- Instrumental in establishing Healthy Grey Village, agency’s most profitable group, by winning key DTC accounts: Flovent, Flonase, Habitrol, Paxil, Zomig.
- Innovative campaign for Flonase helped agency retain and expand important GSK business.
- Created concept for “Moment” campaign for Cialis to win business.
- OTC includes: Advil, Aquafresh, Robitussin, Preparation H, Chapstick, Contac.

Previous Experience:

Mercedes-Benz at McCaffery&McCall, Lincoln-Mercury at Young&Rubicam, Chase Manhattan Bank, PanAm, Ford Corporate at Wells, Rich, Greene.

Education: **Columbia University M.Phil. English Literature.**

=Interests: **Literature, film, photography, cycling, travel.**