



KERI DANIELLE TRUITT

Experienced Copy Writer & Editor, Serving the Greater NY Area

Looking to apply 10+ years of experience in pharmaceutical advertising. Delivering the simplest approach to communicate with the target consumer or professional audience in a clear, concise, and compelling way—across markets, channels, and tactics. Demonstrating a strong attention to detail, effective prioritization skills, and a positive outlook.

KDT.Copy@gmail.com

330-COPY-KDT (267-9538)

KDTCopy.com

Experience

11/16–Present

(Also: 8/10–2/14)

FREELANCE COPY CONSULTANT

(Most recent assignment: **VP, Group Copy Supervisor**; Havas Ekino: 4/19–Present)
KDT Copy Consulting (New York, NY)

- Develop core campaign materials and supplementary tactics (eg, web sites, [interactive] visual aids, flashcards, banners, emails)
- Translate complex concepts into appropriate format/language level for patient, nurse, physician, key medical expert, or sales rep audience
- Develop disease state education materials to facilitate awareness and prepare market/support branded offerings
- Lead message optimization/rebranding in light of new competitor(s)
- Annotate and tag/link projects for Med/Reg/Legal submission in Veeva
- Served as point person on 4 high-volume launches

2/14–9/16

GROUP COPY SUPERVISOR

McCann Healthcare (New York, NY)

- Led the development of strategically sound professional, consumer, and internal communications across print and digital channels
- Oversaw the successful launch of 2 groundbreaking brands, including accelerated approval
- Collaborated with Art to produce provocative, on-strategy concepts
- Proposed additional creative tactics for Congress meetings that ultimately led to client buy-in and complete use of annual budget
- Proactively created brand style guide to ensure consistency, accuracy, and compliance with client guidance across growing creative team
- Individually selected by upper management to spearhead an internal microsite featuring agency best practices

9/08–7/10

EDITORIAL ASSISTANT → COPY WRITER

Regan Campbell Ward (New York, NY)

- Proofread and edited all agency materials from manuscript to final layout for grammar, consistency, and sense
- Electronically annotated and fact checked materials
- Developed on-strategy print and digital materials for patient and professional audiences across US and global markets
- Partnered closely with Art to create innovative ad concepts that accurately reflected brand promise

Education

8/03–5/07

BACHELOR OF ARTS DEGREE, ENGLISH

Cornell University (Ithaca, NY)

Major: English Literature | Minor: Women's/Africana Studies

Relevant Skills

Agile process | American Medical Association (AMA) style | Annotations | Fact checking | Digital submissions (Veeva) | Digital routing (Proof HQ/Adobe Acrobat) | Microsoft Office

- Medical Device
 - Patient Health Mobile App (AbbVie)
- Neurology
 - MS Portfolio (5 products; Biogen)
- Oncology
 - ELZONRIS (CD123 inhibitor; Stemline)
 - ADCETRIS (antibody drug conjugate; Seattle Genetics/Takeda)
 - AFINITOR (mTOR inhibitor; Novartis)
- Transplant Immunology
 - NULOJIX (immunosuppressant; Bristol-Myers Squibb)

- Cardiology
 - PRADAXA+PRAXBIND (oral anticoagulant/reversal agent; Boehringer Ingelheim)
- Gynecology
 - KYLEENA (intrauterine device; Bayer)
- Medical Information
 - THE MEDICAL LETTER (evidence-based drug information; TML)

- Rheumatology
 - ILARIS (IL-1 β inhibitor; Novartis)
- Ophthalmology
 - LACRISERT+TIMOPTIC (lubricating insert/eye drops; Aton)
- Medical Information
 - CLINICALKEY (evidence-based drug information; Elsevier)

- Achieved Dean's List status
- Awarded Cornell Tradition fellowship

- Managerial experience
- Personal/non-personal promotion
- Advisory boards/Market research
- Internal style guides/Brand books