

Melissa Lerner > writer-at-heart > 312.493.8615 > melissa.lerner@hotmail.com

Blood

University of Kansas, B.S. Journalism (Magazine Publishing), 1995

Sweat

Scout Marketing, ACD/Copywriter, 2013-2014

- Jazz Pharmaceuticals, Xyrem (narcolepsy), DTC/DTP (C-Suite Neurologists)/Patient
- Depomed, Zipsor (NSAID), DTP—C-Suite and General HCP

Jayne Agency, Creative Director/Copywriter, 2009-2013

- All American Chemical (wrote content for 3 websites/pathology focused client)
- Cook County Health & Hospitals System (launch of CountyCare, multi-channel, integrated campaign)
- ForeverCar.com (created/launched new brand and wrote e-commerce site)
- AccuQuote Life Insurance (beat existing display control in terms of clicks)
- American Family Insurance (launched internal, online brand guidelines)

Northbrook Patch, Columnist, 2012

- Contracted to write monthly online column, "Disaster is the new together."

DraftFCB, Freelance Creative Director, 2010

- Remicade (INFLIXIMAB) /Biologic for advanced Crohn's Disease

Goble & Associates, Group Creative Director, 2008-2009

- Clariant (advanced cancer diagnostic testing/pathology focused) C-Suite HCP work
- Hospira (re-launch of Precedex anesthesia after two new indications) C-Suite HCP work
- APP (generic subcutaneous injectables) Focused on Pharmacist and HCP
- Phadia Immunocap (cutting-edge allergy assays) DTP and Patient materials

Creative Direct Marketing Group, Freelance (copy/strategy), 2007-2008

"Health Alert" Newsletter/Alternative Health Care Industry

DraftFCB, Creative Director (promoted from ACD), 2003-2007

- Kaiser Permanente: \$1.3M budget at pitch. \$4.1M after 3 years.
- Abbott (Similac Infant Formula and loyalty program website): \$5M
- United States Postal Service: \$4M budget. Achieved 6.75% response rate

Peers

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