

JEN ROUSH

creative director & writer

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EXPERIENCE

September 2017-December 2017/July 2018-Present

Evoke

Associate Creative Director

- Managing writers and art directors
- Creative lead for multimillion dollar brand
- Working on pitches

December 2017-July 2018

Razorfish Health

Group Copy Supervisor

- Supervised 5 writers
- Worked on websites, tv commercials, and print ads

November 2013-July 2016

July 2017-January 2018

Various agencies, Philadelphia area

Freelance Copywriter

- Worked at Entrada NYC, Digitas, MRM
- Involved in various pitches and concepting across multiple agencies

July 2016-July 2017

H4B Catapult, Hamilton NJ

Senior Copywriter/Freelance Copy Supervisor

- Launched a brand & supervised 2 writers
- Heavily involved in brand planning and strategy

January 2012-November 2013

InVentiv Commercial, Newtown PA

Senior Copywriter

- Responsible for several Merck brands

February 2010-August 2011

Cline Davis & Mann, Princeton NJ

Senior Copywriter

- Lead writer on digital and print projects

March 2009-November 2009

Saatchi & Saatchi Healthcare Innovations, Newtown PA

Copywriter

- :Lead writer for two brands

September 2007-March 2009

Ogilvy Healthworld, New York NY

Copywriter

- Lead writer on SANCTURA XR launch and MM&M gold award winner

April 2006-September 2007

Juice Pharma Advertising, New York NY

Junior Copywriter

- Responsible for 3 brands

EDUCATION

Pennsylvania College of Art & Design, Lancaster PA
BFA in Graphic Design

2004-2006

Fashion Institute of Technology, New York NY
Graphic Design

2001-2004