

JEN (ROUSH) SPENCER

innovative pharma marketer

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🌐 /JLDSPENCER

ADHD • Anaphylaxis • Antibiotics • Antifungal • Bipolar depression • Diabetes • Glaucoma • Hemophilia with inhibitors • Low testosterone • Menopause • Oncology (metastatic breast and ovarian cancer, medullary thyroid cancer) • Osteoporosis • Overactive bladder • Pain relief • Pancreatic enzymes/cystic fibrosis • Patient assistance • Pulmonary hypertension • Rheumatoid arthritis • Vaccines (HPV, herpes zoster, flu, DTap, Tdap, hepatitis A, hepatitis B, pertussis, pneumococcal, rotavirus)

EXPERIENCE

JULY 2019-PRESENT

Aquent, contracted by Merck, North Wales PA

Medical Education Content Manager

- Led innovative tactics including **videos & infographics**
- Managed agencies, budget & med ed strategy
- Collaborated with Digital Engagement Team & PRT
- Proficient in **PromoMats, WorkFront, & SAP**

SEPT 2017-DEC 2017/JULY 2018-JULY 2019

Evoke, Philadelphia PA

Associate Creative Director

- Managed team of 4 working on **HCC & HCP**
- Creative lead on digital work & campaign development

DEC 2017-JULY 2018

Razorfish Health, Philadelphia PA

Group Copy Supervisor

- Supervised 5 writers on **HCC & HCP**
- Worked on **digital & print**, including **tv commercials**

NOV 2013-JULY 2016/JULY 2017-JAN 2018

Various agencies, Philadelphia area

Freelance Copywriter

- Worked on **global & US** brands, **print & digital**

JULY 2016-JULY 2017

H4B Catapult, Hamilton NJ

Senior Copywriter/Freelance Copy Supervisor

- Launched **global & US** brand, trained in **Zinc**

JAN 2012-NOV 2013

InVentiv Commercial, Newtown PA

Senior Copywriter

- Lead on 3 brands, including work on **websites, sales aids, & photoshoots**

FEB 2010-AUG 2011

Cline Davis & Mann, Princeton NJ

Senior Copywriter

- Lead writer on **HCC & HCP**, including innovative **mailers, sales tools, & convention** tactics

MARCH 2009-NOV 2009

Saatchi & Saatchi, Newtown PA

Copywriter

- Lead on prelaunch & launch **print** tactics, campaign development, & heavy involvement in market research

SEPT 2007-MARCH 2009

Ogilvy Healthworld, New York NY

Copywriter

- Lead on accelerated launch, **MM&M gold award winner**

APRIL 2006-SEPT 2007

Juice Pharma Advertising, New York NY

Junior Copywriter

- Responsible for 3 **global & US** brands, including working on launch, campaign dev, & with translation partners

EDUCATION

Pennsylvania College of Art & Design, Lancaster PA
BFA in Graphic Design, Class of 2006

Fashion Institute of Technology, New York NY
Advertising Design, 2001-2004