

# Elsie Hsieh

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## EXPERIENCE

### Multiple advertising agencies New York, NY

#### Freelance Content and Copy Writer (11/07 – present)

- Conceptualize and write branded marketing or unbranded educational materials for health professionals and patients in print, digital, and interactive media
- Compose training materials for internal stakeholders and sales force
- Partner with agency and brand teams to develop marketing strategy, tactics, and sales materials
- Generate creative concepts for new business pitches or campaign evolution
- Expertise in categories including women's health, diabetes, nephrology, and oncology
- Healthcare agency clients include Harrison & Star, Saatchi & Saatchi Wellness, FCB, Evoke
- Other clients include industrial design firm Smart Design and Fortune 500 energy company NRG

### Greater Than One New York, NY

#### Freelance Associate Creative Director of Copy (06/13 – 07/14)

- Developed and managed creative and scientific content for global pre-launch campaign supporting AbbVie investigational compound in diabetic kidney disease
- Adapted highly complex topics in nephrology into engaging specialist education program and groundbreaking interactive multimedia
- Partnered with internal agency leadership team to develop campaign strategy and creative brief
- Oversaw highly successful campaign launch at the European Renal Association congress in Amsterdam
- Served as key contact for AbbVie Commercial, Medical Affairs, as well as program Advisory Board chair
- Traveled regularly to international Advisory Board and Steering Committee meetings to develop program content
- Successful content development consolidated client relationship, nearly tripling account scope in less than one year
- Wrote Greater Than One website content and composed in-depth White Papers for web distribution

### Grey Healthcare Group New York, NY

#### Group Copy Supervisor (06/06 – 06/07)

- Copy lead on Wyeth oral contraceptive and Daiichi-Sankyo anti-infective accounts
- Partnered closely with clients to develop marketing strategy, tactics and sales materials
- Composed creative and clinical copy for different media: print, video, interactive multimedia
- Provided input on market research development and traveled throughout US and Europe for testing
- Supervised writing staff, intern, and freelance writer
- Developed creative concepts for new business pitches

#### Copy Supervisor (06/05 – 06/06)

- Lead writer on Pfizer global pain management account, serving as the main agency copy contact for client
- Developed and presented tactical ideas to client
- Supervised staff and freelance writers

**Senior Copywriter** (06/03 – 06/05)

- Wrote branded copy for Pfizer global pain management account, including visual aids, sell sheets, slide kits
- Composed copy for physicians, sales force, and Pfizer internal communication
- Attended client conferences and regulatory review meetings

**Cline, Davis & Mann** New York, NY

**Copywriter** (11/02 – 06/03)

**Junior Copywriter** (05/02 – 11/02)

- Wrote clinical copy targeting managed care audiences for Pfizer cardiovascular accounts and Novartis IBS account
- Attended client conferences and regulatory review meetings

**MAMM Magazine** New York, NY

**Associate Editor** (05/01 – 05/02)

- Assigned and edited news, service and feature articles for national women's health publication
- Wrote feature articles and proofread all sections of the magazine
- Assigned and edited news articles for magazine website
- Supervised editorial assistants in factchecking, research and handling submissions
- Traveled to cancer advocacy and medical conferences

**Assistant Editor** (05/00 – 04/01)

- Assigned, edited and wrote news and service articles
- Assigned and edited news articles for magazine websites
- Responsible for overseeing freelance factcheckers and managing intern projects

**Editorial Assistant** (03/99 – 05/00)

- Wrote news articles and did factchecking
- Developed article ideas and conducted background online and library research

**Bureau of Tuberculosis Control, NYC Department of Health (DOH)** New York, NY

**Public Health Advisor** (08/97 – 02/99)

- Conducted outreach to educate local communities of department recommendations for TB treatment and follow-up
- Case manager for patients receiving treatment at non-DOH medical facilities
- Interviewed Chinese-speaking TB patients to raise disease awareness and to elicit contacts for testing
- Served as translator for Chinese- and Spanish-speaking patients

## SKILLS

- Languages: fluency in Chinese (Mandarin), proficiency in Spanish

## EDUCATION

- Sarah Lawrence College, B.A. 1997
- Oxford University, Wadham College, Year Abroad 1995-6