

Jodieann Stephenson, Senior Healthcare Copywriter

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HIGHLIGHTS

- **9+ years of experience in healthcare and life sciences**, including **pharmaceuticals, biotechnology**, and **medical devices**
- Expertise in **creating FDA-compliant content** for **HCPs** and **patients** across **digital, print, video**, and **social**
- Proven ability to translate complex clinical and scientific information into clear, compelling messages that **drive engagement** and **support brand strategy**
- Proven success in **navigating MLR reviews** and delivering compliant, on-brand content under **tight deadlines**
- **Collaborate** with cross-functional partners and **review content** from junior and freelance writers to ensure quality and consistency

Clients: **Abbott** (Freestyle Libre 2 & 3), **AbbVie** (Imbruvica, Qulipta & Ubrovelvy), **Eli Lilly** (Olumiant & Verzenio), **EY**, **Ipsen** (Onivyde & Somatuline Depot), **Pfizer** (Talzena & Trumenba), **Solventum** (Medical Surgical)

Therapeutic Areas: Breast Cancer, Diabetes Mellitus, Medical Devices, Menopause, Migraine, Oncology, Rheumatology, Vaccines, Wound Care

Media: Ads, Blogs, Brochures, Direct Mail, Emails, Landing Pages, Sales Aids, Social Media, Trade Show Displays, Videos, Websites, White Papers

Software: Adobe Creative Suite, Figma, G Suite, MS Office, Smartsheet, Veeva, Workfront ProofHQ

SKILLS

Copywriting & Content: Copywriting and Editing, Content Creation, Content Strategy, Web Content Writing, Medical Writing, Proofreading, Storytelling, SEO

Marketing & Strategy: Healthcare Marketing, Marketing Campaigns, Product Marketing, Brand Strategy, Marketing Strategy, Creative Strategy, Go-to-Market Strategy

Project Management: Project Management, Product Launch, Market Research

Creative & Advertising: Advertising, Art Direction, Communication

EXPERIENCE

Freelance Group Copy Supervisor

Saatchi and Saatchi Wellness, New York, NY

MAY 2025 – PRESENT

→ I partner with creative, medical, and account teams to **develop compelling, high-quality content** across channels – including digital, print, video, and social – **for both HCPs and consumers**.

Primary HCP accounts: **AbbVie** (Qulipta, Ubrovelvy, and Vraylar), **Astellas** (Veoza), and **GSK** (Blujepa)

Contract Copywriter

EY via Atrium, New York, NY

FEB 2024 – DEC 2024

- **Successfully launched the Solventum brand** with the marketing teams at EY and 3M Health Care using **Adobe Experience Manager** to increase brand awareness and improve market positioning.
- **Wrote all content for the MedSurg website**, including product descriptions, marketing copy, and technical materials, ensuring a consistent, on-brand voice throughout aligned with the Solventum brand launch.
- **Developed messaging for 60+ medical solutions**, resulting in a **30% increase in engagement** by

simplifying complex product benefits into actionable language.

- Produced high-impact marketing copy for **medical products** (e.g. Bair Hugger™, Littmann® Stethoscopes, Tegaderm™, V.A.C.® Therapy) while maintaining consistency with brand guidelines.
- **Managed the creation of promotional materials** (brochures, fact sheets, web content) for Solvntum, working with teams to develop messaging that resonated with healthcare professionals and increased brand awareness.

Senior Manager, Content Writer, Go-to-Market Strategy

Persado, New York, NY

OCT 2022 – AUG 2023

- [Co-authored a white paper](#) to help CMOs confidently adopt Generative AI, and wrote blog posts on [using Generative AI for e-commerce personalization](#) and [reducing cart abandonment](#), all aimed at generating leads.
- Developed product marketing resources and training materials to support sales, such as slide decks, product sheets, FAQs, and email templates, to help the sales team effectively engage potential customers.
- Assisted in developing go-to-market strategies and product marketing messaging for two new SaaS products, resulting in a 3-5% increase in conversion and engagement rates.
- Led a team of four writers to create healthcare marketing campaigns and ensured consistency across all campaigns by proofreading/editing materials, such as SMS, emails, webinars, eGuides, and landing pages.

Senior Copywriter

Saatchi and Saatchi Wellness, New York, NY

MAR 2019 – SEP 2022

- Created a [script and video guide for nurses on how to administer Somatuline Depot](#) (59K views), designed an easy-to-use [FreeStyle Libre CGM brochure](#) for diabetes care, and launched the [Imbruvica By Your Side patient support program](#) to help more than 100K patients achieve better health outcomes.
- Led 50+ digital/traditional marketing campaigns and new business pitches for prominent healthcare industry leaders such as Abbott, Pfizer, Walgreens, Ipsen, Janssen, and AbbVie from ideation to execution.
- Developed compelling messages for both consumers (patients) and healthcare professionals (HCPs) across multiple marketing channels & materials, including emails, websites, web banners, brochures, direct mails, and other marketing materials.
- Managed multiple projects within tight deadlines, ensuring accurate fact-checking processes and adherence to AMA style and brand/FDA guidelines.

Copywriter

Grey Group, New York, NY

OCT 2016 – MAR 2019

- Created marketing campaigns (20+) for clients across multiple channels, including landing pages, emails, digital banners, guides, direct mail, and conference booth materials; ensured tone and style of copy is consistent with brand and style guidelines.
- Analyzed clinical trial data and used data/insights to inform content development; developed a deep understanding of the client and target audiences (HCPs & patients) for 4 accounts.
- Conducted market research and A/B testing sessions with patients and HCPs to gather insights and optimize marketing campaigns.

EDUCATION

Google Project Management Certificate

2021

Professional Certificate, Coursera ([see credentials](#))

CUNY New York City College of Technology (City Tech)

2017

Bachelor's Degree, Professional and Technical Writing