

Stephanie Sorine: Freelance Creative Director Copy, HCP/Patient/Caregiver

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Samples of work: StephanieSorine.com

MEET STEPHANIE

Uniquely accomplished pharmaceutical creative director/copywriter in both the traditional and digital/social space: Pre-to-post launch, US/global, with an extensive range of therapeutic experience—adult and pediatric—including oncology, diabetes, heart disease, neurodegenerative conditions, Alzheimer's disease, migraine, autoimmune and viral skin conditions, advanced eye disorders, and rare diseases.

SPECIALTIES

Stand-out creative/strategic solutions proven to consistently achieve clients' goals and win awards | Broad expertise in digital content development | Experienced leadership in managing and jumping in with a cross-functional staff | Strong ability to collaborate with clients across professional, patient, caregiver, and consumer target audiences

EXPERIENCE

2011 to present: FREELANCE Creative Director Copy HCP/Patient/Caregiver

Delivering an unconventional level of copy support for pitches, concepts, messaging, traditional (print), digital (web, email, iVAs, social), video, and whatever it takes, including med/legal submissions. Clients include Cline Davis Mann, Ogilvy Healthworld, Tribal DDB, Havas Health, H4B Chelsea, Medical Knowledge Group, Strategic Edge, CementBloc, Centron, Calcium NY, CultHealth, Wunderman Thompson Health, GSW/Syneos, McCann Health, Evoke, HumanCare, McKinney Health, and Area 23.

2017 to 2018: CultHealth (SVP, Creative Director)

Leading, managing, mentoring, and writing for:

- **ARRAY** helped win oncology launch of BRAFTOVI + MEKTOVI advanced melanoma therapy
- **AMAG** INTRAROSA dyspareunia treatment to improve sexual health
- **NOVO NORDISK** helped launch OZEMPIC diabetes treatment

2015 to 2017: Area 23 | An FCB Health Company (VP, Associate Creative Director)

Leading, managing, mentoring, and writing for:

- **ABBVIE GLOBAL** VIEKIRAX chronic hepatitis C treatment
- **LILLY** SOLANEZUMAB Alzheimer's drug and AMYVID Alzheimer's diagnostic PET scan
- **DEPOMED** NUCYNTA opioid pain management therapies

2003 to 2011: RosettaWishbone

(SVP, Senior Creative Director-Copy promoted to Associate Partner)

As a key member of Wishbone's Leadership Team, instrumental in helping to turn this project shop into one of the most highly acclaimed AOR pharmaceutical advertising agencies in the industry: Agency on the Rise 2004, Agency of the Year 2009 and acquisition by Rosetta Marketing

- **OTSUKA** helped win global launch of SAMSCA for hyponatremia—achieved first pharma brand on the iPad (Trailblazer award, MM&M finalist for Best Interactive Initiative for HCPs, RxClub Excellence Award), MM&M finalist-Best Overall Professional Print Campaign for HN Disruption Advertorial Series, and Breathtek *H. pylori* urea breath test (Manny finalist-Best Medical Device Campaign)
- **NOVARTIS** helped win antihypertensive franchise, including: DIOVAN, EXFORGE and the launch of VALTURNA
- **GENZYME** helped win re-launch of SYNVISCO viscosupplement (SILVER RX Club Award, PMT, MM&M, and 2019 Medical Advertising Hall of Fame Heritage award) and SEPRAFILM adhesion barrier, as well as the launch of SYNVISCO ONE and KYNAMRO for familial hypercholesterolemia
- **MEDA** helped win re-launch of ZOMIG migraine therapy (achieved the Gold PMT Reader's Choice Award for Faster than Fast concept, MM&M Best Product ad, SILVER RX Club, and 2018 Medical Advertising Hall of Fame Heritage Award) and OPTIVAR (PM 360 award and Pharma Choice)
- **DEY L.P.** EPIPEN epinephrine (Rx CLUB, SILVER MM&M and PMT award winners), ACCUNEB pediatric asthma therapy, launch of COPD therapy, PERFOROMIST, and CYANOKIT cyanide antidote
- **GSK** helped win COMMIT stop smoking aid (Rx CLUB, SILVER IN-AWE, MM&M, GSK Pyramid)

Stephanie Sorine (continued)

- **ABBOTT** helped win Wishbone's 1st billion product and re-launch DEPAKOTE
- **RELIANT** helped win launch of ANTARA fenofibrate
- **SIGMA-TAU** helped win re-launch MATULANE oncology therapy
- **AUXILIUM** helped win TESTIM testosterone therapy
- **SANOFI-AVENTIS/BMS** PLAVIX projects (Rx CLUB award)
- **CARDIONET** MCOT heart monitors (BRONZE PM 360 and SILVER MM&M)
- **SUCAMPO** re-launch RESCULA glaucoma therapy

2000 to 2003 : MEDICUS NY (SVP, Creative Director promoted to SVP, Group Creative Director)

- **P&G ORALCARE** products including CREST, WhiteStrips and SpinBrush
- **P&G THERMACARE** muscle pain reliever thermal wrap
- **ASTRA ZENECA** PULMICORT asthma medicine, RHINOCORT Aqua allergy relief, ATACAND antihypertensive, instructor of DTC workshops for AZ brand managers
- **MEAD JOHNSON** ENFAMIL infant formulas
- **NOVO NORDISK** NOVOLOG MIX 70/30 professional/DTC global re-launch
- **NOVEN PHARMACEUTICALS** COMBIPATCH HRT

AWARDS and HONORS

- CLIO, International Advertising Festival of New York including "bronze" for radio, Nabisco Marketing Excellence Award, MM&M Ad of the Year, Ad Council (Childhood Immunization), NAMA, GLOBALS, Rx Club including "silvers", PMT GOLD, SmithKline Beecham's Simply the Best and Pyramid awards, P&G Health Care Achievement Awards, Bronze Pharma Choice, Silver IN AWE, numerous Manny finalists
- Featured in several Who's Who including Emerging Leaders and Distinguished Individuals
- HBA Rising Star
- Work highlighted in MEDICINE AVENUE, by the MEDICAL ADVERTISING HALL OF FAME
- 2018 MEDICAL ADVERTISING HALL OF FAME Heritage Award for Zomig Campaign
- 2019 MEDICAL ADVERTISING HALL OF FAME Heritage Award for Synvisc Campaign

EDUCATION

- Royal Ballet School in England, Hunter College, School of Visual Arts