

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

105 Garth Road #3F Scarsdale, NY 10583

Email: stephanie.sorine@gmail.com Mobile: 914-629-5441

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, rare disease, diabetes, heart disease, neurodegenerative conditions, Alzheimer's disease, migraine, autoimmune/viral skin conditions, medical aesthetics and devices, advanced eye disorders, and women's health

SPECIALTIES

Stand-out creative/strategic solutions proven to achieve clients' goals and win awards | Broad expertise in digital content, including social | 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

SKILLS

Creative direction | Conceptual copywriting | Compelling scientific communications | Strategy | Client relations | Supervisory management

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, CVAs, social), video, and whatever it takes, including annotating/reference submissions. Clients include Cline Davis Mann, Ogilvy Health, Tribal DDB, Havas Health, H4B Chelsea, Medical Knowledge Group, The Bloc, Calcium NY, CultHealth, Wunderman Thompson Health, GSW/Syneos, McCann Health, Evoke, HumanCare, IMRE Health, McKinney Health, 21Grams (Real Chemistry), Area 23, and WildType (Omnicom Health Group)

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** NUCYNТА 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 VALTURNА
- **GENZYME** helped win re-launch of SYNVISС 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 SYNVISС ONE and KYNAMRO for familial hypercholesterolemia

Stephanie Sorine (continued)

- **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)
- **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