

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

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MEET STEPHANIE

Uniquely accomplished and award-winning Medical Advertising Hall of Fame 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 pitches | Broad expertise in digital content, including social and videos| Experienced leadership in managing and jumping in with a cross-functional team | 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, CVAs, social), video, and whatever it takes, including annotating/reference submissions.

Area 23

- DEPOMED NUCYNTA opioid pain management launch (HCP)

21Grams

- DEXCOM diabetes glucose monitoring device (HCP)

Havas Health

- NOVO NORDISK Sickle Cell Disease launch (HCP/DTC)
- ViiV Health Brands HIV brands (HCP)
- PFIZER (BAVENCIO) and GENENTECH (GAZYVA): Oncology launches (HCP/patient)

Wildtype Health

- ASTRA ZENECA CALQUENCE launch of oncology indications (HCP)

Imre

- ASTRA ZENECA BREZTRI for COPD (HCP/DTC)

McKinney

- INDIVIOR SUBLOCADE for opioid use disorder (HCP)

HumanCare, IPG

- MADRIGAL Pharmaceuticals, launch of REZDIFFRA for fatty liver disease (HCP)

Syneos Health

- BIOMARIN Pharmaceuticals, MERZ Therapeutics, and NOVAN: rare diseases (HCP)

Evoke

- BRISTOL MYERS SQUIBB CAR T cell therapies (HCP)

McCann Health

- JANSSEN XARELTO (HCP) cardiovascular disease

Wunderman Thompson

- ALEXION, ASTRAZENECA Rare Disease launch of KOSELUGO (HCP/patient)

GSW

- CELGENE OTEZLA psoriasis and psoriatic arthritis (HCP)

BLOC

- ASTRA ZENECA FARXIGA diabetes (HCP)
- REGENERON EYLEA for age-related macular degeneration (HCP)

Stephanie Sorine (continued)

2017 to 2018: CultHealth (SVP, Creative Director, full-time)

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

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

- **ABBVIE GLOBAL** VIEKIRAX chronic hepatitis C treatment
- **LILLY** SOLANEZUMAB Alzheimer's drug and AMYVID Alzheimer's diagnostic PET scan

2003 to 2011: RosettaWishbone (SVP, Senior Creative Director-Copy to Associate Partner, full-time)

As a principal of Wishbone's Leadership Team, I was instrumental in turning 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)
- **ABBOTT** helped win Wishbone's 1st billion product and re-launch DEPAKOTE

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
- MEDICAL ADVERTISING HALL OF FAME Heritage Award for ZOMIG Campaign
- MEDICAL ADVERTISING HALL OF FAME Heritage Award for SYNVISCO Campaign

EDUCATION

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