

JOHN MERRIMAN

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(password available upon request)

SUMMARY

Building brands. Inspiring teams. Pushing ideas. And never settling.

- Creative leader with 13+ years in healthcare advertising
- Proven track record in mentoring and managing creative teams, developing new brands and portfolios, and crafting strategic and compelling creative
- Experienced in launching HCP and patient, branded and unbranded, print and digital, US and global campaigns

EXPERIENCE

Creative Director, VP | Area 23 | 11/14 – 3/23

+ Associate Creative Director, VP + Associate Creative Director + Group Copy Supervisor

- Developed, successfully pitched, and produced award-winning anti-cyberbullying campaign
- Led, mentored, and regularly fostered growth opportunities for creative teams
- Created copywriting lesson plans for new writers and provided copy craft training to copy department
- Led concepting and messaging development for 4 new product and indication launches in US and global markets
- Led message platform client workshops, and co-led brand planning and positioning client workshops on 3 accounts

Copy Supervisor | DDB | 4/13 – 11/14

- Managed copy team on 2 concurrent franchises, with copy oversight of a wound closure device launch and launch concepting
- Led positioning and messaging development for 3 campaigns

Copy Supervisor | AgencyRx | 5/09 – 3/13

+ Senior Copywriter + Copywriter + Copy Editor

- Led copy on 2 concurrent accounts, with copy oversight of a hematology/oncology product launch and major label update

CATEGORIES, CLIENTS, & BRANDS

- **Oncology** (Eli Lilly)—Sintilimab, Cyramza; (Eisai/Helsinn)—Akyzeo/Aloxi
- **Hematology/oncology** (Celgene)—Pomalyst/Revlimid; (AstraZeneca)—Calquence
- **Type 2 diabetes** (Eli Lilly/BI)—Glyxambi/Synjardy; (Merck)—Januvia
- **Parkinson's disease** (Neurocrine)—Ongentys
- **Nutrition** (Peptamen)—Nestle Health Science
- **ADHD** (Novartis)—Focalin XR
- **Immunology** (Merck)—Simponi/Remicade
- **Cardiovascular disease** (Eli Lilly)—Liptruzet/Zetia
- **Fertility** (Merck)—Follistim/Ganirelix
- **Surgical care** (Ethicon/J&J)—Biosurgery and wound closure devices

AWARD RECOGNITION

2023 Manny Awards – The Levodopa Optimizer (Best Consumer Campaign, Digital)

2021 MM+M Awards, Gold – Think Twice Before You Type (Consumer Print)