

Melissa Pskowski

CONTACT

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- 🏠 Philadelphia, PA

PORTFOLIO

Melissajamescreative.com

EDUCATION

MA / Advertising

Falmouth University
2014 - 2015

BA / Advertising

Pennsylvania State
University

SKILLS

- Social Media Copy
- Content Strategy
- SEO Optimization
- Digital Campaigns

REFERENCE

Andrew Chmielewski

VP ACD
YuzuYello
P: 303-669-9997

Leanna Stein

Copy Sup
McCann Health
P: 856-904-5258

EXPERIENCE

SENIOR COPYWRITER

YuzuYello (September 2023 - present)
DTC patient experience writer across multiple brands.

- Lead writer for Horizon By Your Side, Horizon therapeutics patient support program. Created 60+ text message content cards for KRYSTEXXA, TEPEZZA & UPLIZNA

SENIOR COPYWRITER

FCB Health (May 2021 - September 2023)
DTC senior copywriter for Mounjaro® (T2D).

- Launched Mounjaro® in May 2022 for Eli Lilly
- DTC writer for all now approved work and lead writer for campaign social posts (FB, IG, Reddit), banner ads, CRM emails, :60 spots, and patient testimonials

COPYWRITER

Digitas Health (Feb 2020 - May 2021)
DTC copywriter for KEYTRUDA® (oncology) and part-time content strategist for weekly competitive social media audits.

- Lead copywriter for KEYTRUDA's chatbot for keytruda.com for 9+ indications
- Assisted with copy for social media posts, POC wallboards, TV and banner ads for multiple indications
 - RCC, Lung, Masterbrand, NMIBC, esophageal

SOCIAL MEDIA COPYWRITER

Havas Health & You (Aug 2019 - Jan 2020)
Social media and DTC copywriter for an un-launched, unbranded drug in the asthma space.

ASSOCIATE COPYWRITER

Digitas Health (Oct 2018 - July 2019)
DTC and social media copywriter for both branded and unbranded campaigns: BRILINTA® (cardio), Survivors Have Heart (cardio), PERJETA® (oncology) and Help Stop The Virus (HIV).

- Lead copywriter on BRILINTA® for social pages & posts, CRM emails, banner ads, and website updates
- Launched the Survivors Have Heart, BRILINTAs unbranded survivor support group, social pages: Facebook, Twitter, and Instagram

COPYWRITER

Mint Advertising (Jan 2018 - May 2018)
Assisted CD with in-house creative work for clients including Applebees, Hotels.com and Dominos Pizza

INBOUND MARKETING COPYWRITER

SmartAcre (May 2017 - Aug 2017)