

RENA PRIZANT

Creative Director | Writer | Mammal

www.RenaPrizant.com



(773) 814-2194



rena@renaprizant.com



Chicago, IL



<https://www.linkedin.com/in/renaprizant>

EDUCATION

POST-BACCALAUREATE
Portfolio School
Northwestern University
Chicago, IL

BACHELOR OF SCIENCE
Marketing | Advertising
DePaul University
Chicago, IL

SKILLS

Creative Leadership
Copywriting
Ideation and Conceptualization
Client Presentations
Brand Voice Development
Strategic & Tactical Planning
“Big Picture” Mindset
Group Communication
Digital Marketing
Healthcare & Pharma Expertise
Client Relationship Management
Regulatory Compliance
Search Engine Optimization (SEO)

ACHIEVEMENTS

eHealthcare Leadership
AAF Judge
BMA Gold Tower
W³ Gold

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR, COPY | 2022 - PRESENT

SENIOR COPYWRITER | 2016-2022

Continuum Clinical, A Spectrum Science Company | Chicago, IL

Continuum Clinical | Blue Chip Marketing Worldwide | Chicago, IL

- Oversee ideation, development, and execution of persuasive, accurate, and compliant copy that aligns with client goals and brand strategy for all channels, including digital, print, social media, email, video scripts, and presentations.
- Collaborate with 4+ different Art Directors and 5+ cross-functional teams to ensure cohesive, integrated campaigns across all touchpoints.
- Lead brainstorming sessions to generate innovative ideas that bring complex healthcare topics to life for diverse audiences.
- Tailor messages for patients, caregivers, healthcare professionals (HCPs), when needed, and internal sales teams.
- Ensure all copy complies with 15+ diverse brand voices, regulatory standards, and adheres to medical and legal guidelines.
- Serve as primary copy lead in client presentations, providing strategic insight and defending creative choices.
- Develop strong account and client partnerships to understand their objectives, challenges, and feedback.
- Manage, mentor, and develop a team of 4 copywriters, providing constructive feedback to enhance creative output.
- **Brands:** Moderna, Johnson & Johnson, AbbVie, Pfizer, Merck, Amgen, Sage Therapeutics, Biogen, Praxis, Bayer, Horizon

ASSOCIATE CREATIVE DIRECTOR, COPY | 2014 - 2016

Brand 360° Design, Chicago, IL

- Managed team of 10 people in developing digital and direct mail campaigns, quantifiably improving lead generation by 38% and market share by 3%.
- **Brands:** USPS, Jostens, Isle of Capri Casinos, RICOH Pentax, Baxter Credit Union (BCU), AccuQuest, School Annual

COPYWRITER | 2013 - 2014

Fusion92, Chicago, IL

- Developed targeted concepts and copy for agency's 20+ existing clients.
- Ideated and pitched creative solutions to existing and potential clients.
- **Brands:** H&R Block, Fiserv, Crunchmaster, EFT Source, Buddig, Belgravia, Flexera, PACK Pharmaceuticals, Midtronics

WEB COPYWRITER | 2011 - 2013

True Value Company, Chicago, IL

- Wrote SEO content for TrueValue.com, 10+ affiliate sites, and retailer portal.
- Oversaw content development for 4 Copywriters.
- **Brands:** True Value Company, Weber