

# WENDY MARSTON LEHMANN

New York, NY

## Advertising experience

**Freelance copywriter:** 2003–2015, 2017-present

I create promotional assets that marry information to graphics to tell compelling, complex stories. I work primarily in the HCP pharmaceutical space and balance my digital dexterity with foundational skills of decoding evolving disease states, absorbing clinical data, navigating highly-regulated environments and working on a team. I've worked on all stages of a brand. *(I also write for TV, and was nominated for an Emmy for Outstanding writing for a live-action preschool or children's program in 2022.)*

**Categories:** Oncology, rheumatology, vaccines, oncology, managed care, respiratory, infectious disease, ophthalmology, neurology, rare diseases.

**Agencies:** Digitas Health, Bracken Marketing, Juice Pharma Worldwide, Instrux; MediMedia, FCB, Agency Rx, Havas, Grey Direct, Sudler & Hennessey, Area 23, Harrison & Star, and others.

**Brands:** Nucala, Mavenclad, Keytruda, Trelegy, Spiriva, Gardasil9, Aromasin, Singulair, Nexavar, Cetaphil, Xeljanz, Namenda, Lexapro, Betaseron, Diflucan, Caduet, Actemra, Kaletra, Isentress, Viagra, Norvasc, Benefix, Betaseron, Copaxone, Lamisil, Advair, and others.

Juice Pharma Worldwide: 2015–2017

**VP Group Copy Supervisor:** ORENCIA—HCP US/global, CME  
PNEUMOVAX 23, ZOSTAVAX—HCP US/global

Supervised a team of writer to produce data-rich campaigns and tactics in heavily-regulated environments.

**Copywriter,** CDMi, 2002–2003

## Other writing experience

**Copywriter/Producer:** Ballotman Vote Early 15-second spot (October 2020)

**Writer:** Sesame Street: Season 51 (HBOMax 2021)

**Co-writer:** The Not-Too-Late Show with Elmo: Season 1 (HBOMax 2020)

- Episode 3, featuring John Mulaney and Lil Nas X
- Episode 5, featuring Nature Nick and Jordin Sparks
- Episode 13, featuring Jason Sudeikis and Ciara

**Writer/Producer:** BandAid® branded content spots (Johnson & Johnson 2013).

**Creative Director:** Created variety format for The Abla Fahita Show Dot Com, a 1-hour show that debuted September 2014 in Egypt. (JWT/Cairo)

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## Other writing experience

**Writer/Producer:** Created comedy sketch series for NickMom.com (2013).

**Feature Writer:** June 1996–Jan 2000

*The New York Times Magazine, The New York Times, Discover, Newsweek, Mademoiselle, Elle, Health, Allure, Self, New York, The Washington Post, Rolling Stone, Outside, GQ, The Sciences, and others.*

**Senior Editor, Discover magazine:** 1997–1998

**Contributor, Davos World Economic Forum** (2001 -2005) program, writing about topics such as HIV in southern Africa, biotechnology, management techniques, and global economic growth.

**Author, *The Hypochondriac's Handbook*** (Chronicle Books, 1998), a humor/medical book. Conducted television and radio publicity. The book, now in its 14<sup>th</sup> printing and an alternate selection of The-Book-of-the-Month Club, has sold more than 70,000 copies.

**Winner, 1998 Copywriting Maggie** from the Western Publication Association for "Seeing Red, Feeling Blue," an article about menstruation for teenage girls in Jump magazine.

**Contributor, *The New York Times Book of Women's Health*** (published 4/2000).

## Education

Columbia College, New York, NY • Bachelor of Arts, English.

Advertising courses: AdHouse, New York, NY, School of Visual Arts, New York, NY

DIY Digital Political Advertising: The Movement School

## Interests

Co-president of the HSES PTA, improv comedy, community organizing, cooking, travel, state politics, Community Supported Agriculture (CSA)