

WENDY MARSTON LEHMANN

New York City

Advertising experience

Juice Pharma Worldwide: 2015–2017

VP Group Copy Supervisor: ORENCIA—HCP US & global, CME, Digital HCC

Supervised a team of writers on a fast-paced RA brand encompassing HCP, HCC digital and global projects. Developed messaging and evolved a successful US concept and strategy.

VP Group Copy Supervisor: PNEUMOVAX 23, ZOSTAVAX—HCP US & global

Supervised 3 writers to produce data-rich digital and print tactics in a heavily-regulated environment, as well as navigated Merck process to produce a customer-centric and effective campaign.

Freelance copywriter: 2003–2015

I worked steadily as a copywriter and creative consultant, creating promotional assets that marry information to graphics to tell compelling, complex stories. Primarily I worked in the HCP pharmaceutical space, but also created corporate and legal identities. My digital dexterity is balanced with foundational skills of decoding evolving disease states, absorbing clinical data, interpreting physicians' reactions, and navigating a changing healthcare landscape. I've worked on all stages of a brand.

Categories: Rheumatology, vaccines, oncology, managed care, respiratory, infectious disease, ophthalmology, neurology.

Agencies: Juice Pharma Worldwide, Instrux; MediMedia, (SF, CA), FCB, Agency Rx, EURO RSCG Tonic, Grey Direct, Sudler & Hennessey, Area 23, Harrison & Star, and others.

Brands: Spiriva, Gardasil, Aromasin, Zioptan, Singulair, Nexavar, Cetaphil, Xeljanz, Namenda, Lexapro, Betaseron, Diflucan, Caduet, Actemra, Kaletra, Isentress, Viagra, Norvasc, Benefix, Betaseron, Copaxone, Lamisil, Advair, and others.

Copywriter, CDMi, 2002–2003

Partner, World Domination Films

Wrote, produced, and co-directed BandAid® branded content spots (Johnson & Johnson). (2013)

Created variety format for The Abla Fahita Show Dot Com, a 1-hour show debuting September 2014 in Egypt.

Client: JWT/Cairo. (2014)

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Other writing experience

NickMom.com: Wrote and produced comedy sketch series for NickMom.com. (2013)

Feature Writer | Editor: June 1996–Jan 2000

The New York Times Magazine, Discover, Mademoiselle, Elle, Health, Allure, Self, New York, The Washington Post, Rolling Stone, Outside, Helix, 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 14th 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.

AdHouse, New York, NY | School of Visual Arts, New York, NY

Interests

Comedy, cooking, travel, state politics, Community Supported Agriculture (CSA)