

# MICHALYN CURRAN

## FREELANCE COPYWRITER

### EXPERIENCE

### CONTACT

(845) 705-6320

michalyncurran@gmail.com

Portfolio: michalyncurrancopy.com

Portfolio password: CurranCopy

### SKILLS

Digital Marketing

Creative Direction

Creative Problem Solving

Team Leadership

Project Management

### AWARDS

#### Award of Excellence: Special Projects

"Good Food Gone Bad" for

The American Heart Association

Rx Club: November 2019

#### GOLD Integrated Campaign

"Good Food Gone Bad" for

The American Heart Association

Rx Club: November 2019

### EDUCATION

Bachelor of Arts

Psychology

Marist College

2012-2016

#### FREELANCE COPYWRITER

Self-Employed / New York, New York

November 2021 - Present

- Develop clinical trial recruitment messaging for rare disease brands
- Assist in fine-tuning pre-launch messaging and finalizing messaging post FDA brand approval
- Concept messaging and campaigns for new business pitches and client initiatives
- Prepare materials for OPDP review pre and post brand launch
- Tag & link projects ready for client submission
  - Train new writers and various departments in "tagging & linking" best practices
- Facilitate fact checking process: correspond with editors, prepare references for editor and client review, adjust copy and claims accordingly based off editor and client reviews

#### COPY LEAD

Centron NYC / New York, New York

June 2020 - August 2021

- Spearhead copy for launch of EMPAVELI: a prescription medication used to treat adults with a rare blood disease called PNH
  - Create scripts and oversee production and of HSH TV, a video series ft. expert advice from interior designer Genevieve Gorder for patients on how to create an at-home treatment area
  - Craft copy featured in CareKit by Apellis™, a subscription box style welcome kit for patients beginning treatment with EMPAVELI
  - Concept and create copy for NOW APPROVED empaveli.com, which launched 8 hours after FDA approval of EMPAVELI
  - Write web banners for HCP and DTC audiences of EMPAVELI
- Concept and create tactics (UnderstandingPNH.com, web banners, and convention materials) to raise PNH disease awareness among HCPs

#### SENIOR COPYWRITER

CDM NY / New York, New York

September 2019 - June 2020

- TYSABRI DTC: Lead copy team in creative campaign launch for the brand by aligning website, CRM emails, videos, brochures, newsletters, and brand books with the new campaign conceived by the creative team
- FERAHEME HCP: develop content such as website overhauls, CRM emails, CVAs, convention materials as well as concept for unbranded campaign to bring awareness to hypophosphatemia (abnormally low phosphate levels)

#### COPYWRITER

CDM NY / New York, New York

July 2018 - September 2019

- AMERICAN HEART ASSOCIATION: created campaign aimed to encourage healthier eating habits amongst New York City residents
  - Original writings displayed in: Times Square, NYC bus stops, 2019 Heart and Stroke Ball, and at GoodFoodGoesBad.com
- TYSABRI DTC: write copy for the brand's website, CRM emails, videos, brochures, newsletters, convention materials, social media posts, and patient photo shoots
- SPINRAZA HCP: developed branded and unbranded websites, CRM emails, reprint carriers, banner ads, brochures, direct mailers, and convention materials