

JESS JANNICELLI

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FCB Health, New York, NY

VP, Associate Creative Director, 6/2021 – Present

- HCP Copy lead of 3 successful product launches:
 - One of the biggest launches in Lilly history, Mounjaro, for type 2 diabetes
 - Lilly's first-ever drug for ulcerative colitis, Omvoh, supervising a team of writers
 - Co-creative HCP lead for Xolair food allergy launch with 20+ tactics produced in record time
- Manage/mentored up to 12 writers: Delegate work, ensure efficient workflow and strategic focus, facilitate high-quality creative
- Established trust and credibility with clients, managing creative asks and interactions with marketing leads by being an expert of brand data, campaigns, and strategy
- Co-led brand planning initiatives for Mounjaro (T2D), Omvoh (UC and CD), and Xolair (CSU and FA)

H4B Chelsea, New York, NY

VP, Group Copy Supervisor, 10/2018 – 6/2021

- Copy lead on Xeljanz UC Global and US for HCP
- Supervised 3 to 4 writers, wrote the messaging platform for Xeljanz
- Developed territories for re-positioning research and co-created concepts for master brand campaign (RA, PsA, UC)
- Fostered strong client relationships: 2020 end-of-year Pfizer review highlighted my role
- Played a key role in writing, concepting, strategy, and activation for multiple pitches and brands

Group Copy Supervisor, 4/2016 – 10/2018

- Pitched Teva's Cinqair (asthma), and we won the business the same day
- Responsible for creative, conceptual, and strategic execution of all projects and developed trustworthy partnerships with Teva clients
- Led co-creation workshop with Teva clients to align on brand vision and conceptual thinking

Copy Supervisor, 1/2015 – 3/2016

- Copy lead on Alcon Pharma (Travatan, Duotrav, Azarga, Simbrinza, and Pazeo). Supervised, ideated, and presented every campaign concept
- Developed positioning and creative briefs for each brand and managed workflow, staffing needs, and supervised/mentored direct reports

Harrison and Star, New York, NY

Senior Copywriter, 12/2012 – 1/2015

- Copy lead on Bayer (Aleve, Bayer Aspirin, Citracal, One A Day, Alka Seltzer, Phillips Colon Health)
- Copy lead on Bausch & Lomb (Bepreve, PreserVision, Prolensa, and Lotemax)
- Wrote pre-launch print and digital content for Celgene (PsA/PsO)
- Additional brand experience: Copaxone, Celgene, Jublia, Uceris, Eucerin, Bensal, Zegerid, Cathflo, Kovaltry, and Kogenate

Harrison and Star, New York, NY

Editorial Manager, 1/2010 – 12/2012

- Managed up to 12 direct reports: Monitored performance and progress; conducted monthly one-on-one meetings, 90-day check-ins, and annual reviews; and supervised editorial workload

- Established fact check guidelines for Avastin and best practices agenda for Jakafi; trained editors on e-markup process; facilitated new editorial reviews/steps for digital projects
- Winner of Heart and Soul award in 2012

Saatchi & Saatchi Health Care Advertising, New York, NY; 11/2007 – 12/2009

Senior Editor

- Editorial lead for Certriad, Ambien CR, Nexium, Seroquel, and Taxotere
- Assisted Managing Editor with nightly meetings, editorial policies, and work overflow
- Lead editor on several launches, professional and consumer divisions

Jobson Publishing, U.S. Pharmacist, East Rutherford, NJ; 5/2004 – 10/2007

Acting Managing Editor, 11/06 – 4/07; ***Senior Editor***, 11/05 – 10/07; ***Associate Editor***, 5/04 – 11/05

- Managed, edited, and wrote various supplements: Generics, Pharmacy and Technology, Oncology, Diabetes, and Patient Teaching Aids
- Edited and revised clinical articles and continuing pharmacy education lessons
- Acquired clinical article submissions from authors and peer reviews from experts in the industry

Humana Press Inc., Totowa, NJ; 2/2000 – 5/2004

Senior Production Editor, 4/2002 – 5/2004; ***Production Editor***, 2/2000 – 4/2002

- Managed work for Journal of Molecular Neuroscience, Cell Biochemistry and Biophysics, and Neurocritical Care from manuscript to print
- Trained new production editors (copyediting, composition, art, page design, indexing)
- Attended medical meetings and conventions to discuss/propose acquisitions with editors

Poughkeepsie Journal, Poughkeepsie, NY 1/1999 – 5/1999

Reporter, Life section

- Wrote, edited, and revised feature articles in Life section of Poughkeepsie newspaper

EDUCATION

Marist College, Poughkeepsie, NY, May 1999: BA English, Writing minor