JONATHAN J. RICHARDSON

pharma · healthcare · copy · creative

JOY isn't prescribed. It's set free.

CONTACT INFORMATION

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ONLINE PORTFOLIO

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THERAPEUTIC AREAS

HEMOPHILIA
Denecimig · Alhemo® · Esperoct®

GROWTH DISORDERS
Sogroya® · Norditropin®

DIABETES
Awiqli® · Ozempic®

PLATFORMS/TOOLS

MS Office · Adobe CS · Figma
Veeva · Ziflow · Slack
Workamajig · Confluence

EDUCATION

B.S. Business Administration,
Marketing Emphasis
Drake University

COMMUNITY/LEADERSHIP

Family Advisory Councils at Phoenix Children's & Blank Children's Hospitals

Graduate, Greater Des Moines Leadership Institute

References provided on request

Concept to launch. Rare disease to diabetes. Patient to physician. Joy is my MOA.

Too often, quality of life is the box pharma checks after the science. I build for it first, and let the rest follow—because I've watched two sons with a rare disease and a disability fight for that quality of life every day. It's why I can reach the overwhelmed patient and the discerning physician alike, and lead a team to do the same: heart that makes the work connect, rigor that makes it legit, and ideas brave enough to matter.

WHAT I BRING . . . HEART & RIGOR

Creative Direction
Concepting and creative direction. Blue-sky ideas through flawless execution.
Team Development
Developing writers to raise their own conceptual bar; setting standards; pitching new business.
Patient & Caregiver Insight
Lived experience that lets me write for the scared and the skeptical like I know them. Because I do.
Multichannel Launches
HCP and patient/DTC across web, email, social, video—multiple Novo Nordisk launches, concept through MLR.
Scientific & Regulatory Fluency
MLR / regulatory fluency and brand guardianship that keep bold work credible.
AI (for the Rigor, Not the Heart)
Letting AI carry the grunt work and amplify the creative, so the team spends its energy on the ideas and the humanity machines can't fake.

WORK EXPERIENCE

Copy Supervisor & Creative Lead CG Life (remote).....2023-present

CG Life is a science-first healthcare communications & marketing agency for rare, specialty, and hard-to-treat diseases

As copy and creative lead (and ad hoc creative director for a young team), I concept campaigns, direct day-to-day creative with design leads, and write and shepherd the work through MLR. I own HCP and patient/DTC copy across web, email, social, and video within omnichannel programs, partner directly with clients, and manage and develop junior and senior writers. I work primarily on the hemophilia, growth disorder, and diabetes brands but support other disease states and brands as needed. I have extensive launch experience, the following within the last 18 months:

Copy Supervisor Entree Health, Concentric Health Experience, Havas Health Plus.....2021-2023

Three respected health agencies in two years. Copy leadership across HCP, patient, and market-access brands, touching a rare combination of therapeutic areas and audiences.

Senior Copywriter Blue Cross Blue Shield of Arizona.....2019-2021

Wrote member and health-plan communications for the state's largest insurer. I learned how coverage, access, and cost shape whether a patient ever starts or stays on therapy.

Senior Copywriter Fingerpaint Group.....2016-2017

Built my pharma-agency foundation here. HCP and patient copy under MLR, learning to make dense clinical information clear, accurate, and human.

For me, JOY has always been the mechanism of action.