

JONATHAN J. RICHARDSON

healthcare & pharma writer

*A therapeutic dose of creativity, compassion, and acumen—
without side effects or contraindications*

CONTACT INFORMATION

3010 N 2nd St. #2314

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ONLINE PORTFOLIO

jonathanrichardson.com

MYERS-BRIGGS

ENFP-T/Campaigner

PREDICTIVE INDEX (PI)

Maverick

INSIGHTS DISCOVERY

Inspiring Motivator

BRANDS/

THERAPEUTIC AREAS

ZEGALOGUE/hypoglycemia

EVKEEZA/high cholesterol

iFACTOR/bone graft

YESCARTA/lymphoma

DUPIXENT/atopic dermatitis

ESPEROCT/hemophilia A

SOGROYA/growth disorders

OZEMPIC/diabetes and CKD

I deliver pivotal writing performances without the trial and error

I am a conscientious and strategic-minded copywriter/copy supervisor with a keen interest in healthcare—an advocate for access and patient/family-centered care. I am health insurance savvy and medically literate and have spent nearly two decades developing a copywriting repertoire in agency, corporate, and freelance environments that includes medical/pharma, integrated, and omni-channel. I'm skilled at communicating with skeptical audiences concerning emotional topics while working within compliance and legal constraints. I've served on the family advisory council at two children's hospitals and have managed the healthcare needs—including medications, in-and-outpatient treatments, insurance, and mental/behavioral care—for two medically complex, special needs children.

Instantly improve your prognosis by driving positive client and patient outcomes

It is my intent to be part of a company that is committed to the wellbeing of others and member of a team that aspires to consistently set new benchmarks when delivering on that commitment. My professional writing skills and background, when combined with my personal perspectives and principles, are unique, and can help clients fulfill their missions of providing care that people need . . . and deserve.

CAREER STATS & CAPABILITIES

- Bachelor's degree in business administration, marketing emphasis. Drake University, Des Moines, IA
- 20+ years copywriting experience in freelance, agency, and corporate environments
- Experience writing for healthcare, pharma, education, and other regulated industries
- Strategic and conceptual thinker capable of devising, presenting, and leading initiatives
- Broad and deep knowledge of the delivery and consumption of healthcare products and services
- Channel-specific experience in digital, print, broadcast, video, social, OOH
- Proficient with Microsoft, Adobe, Veeva, Hive, Slack, Keynote, Dropbox, Figma, Ziflow, Workfront/ProofHQ

WORK EXPERIENCE

Senior Copywriter Toolhouse, a CG Life Company (remote).....2023-present

Toolhouse is a digital agency, and the digital AOR for a number of successful Novo Nordisk brands that serve rare and common disease areas. I am the lead writer on several of those brands, responsible for content appearing in both HCP and patient-facing materials, including web, email, social, video, and other digital assets that integrate with broader omni-channel initiatives. My role requires frequent client interaction and involvement in all conceptual, strategic, and tactical work. I often direct junior writers and collaborate daily with the design leads, acting as an ad hoc creative director for a young creative team. I work primarily on the hemophilia, growth disorder, and diabetes brands below but support other disease states and brands as needed. I have launch experience.

esperoct®
antihemophilic factor (recombinant
glycopegylated-exei)

norditropin®
(somatropin) injection
5 mg, 10 mg, 15 mg, 30 mg pens

ONCE-WEEKLY
SOGROYA®
somapacitan-beco
injection 5mg | 10mg | 15mg

OZEMPIC®
semaglutide injection 0.5mg, 1mg, 2mg

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*Words are like medicine, and my MOA ensures they cross
the brain-heart barrier*

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WORK EXPERIENCE CONTINUED

COPY SUPERVISOR	Havas Health Plus, New York, NY (remote)	2022—2023
COPY SUPERVISOR	Concentric Health Experience, New York, NY (remote)	2022—2022
COPY SUPERVISOR	EntreeHealth, Princeton, NJ (remote)	2021—2022
SENIOR COPYWRITER	Blue Cross Blue Shield of Arizona, Phoenix, AZ	2020—2021
SENIOR COPYWRITER	Universal Technical Institute, Phoenix, AZ	2018—2020
SENIOR COPYWRITER	Fingerpaint Group, Phoenix, AZ	2016—2017

REFERENCES

Mrs. Sarah Giddings

Executive Director
Williams Syndrome Association
sgiddings09@gmail.com 602.908.9587

Mr. Mark Zvonek

VP, Associate Creative Director
Zvonekdesign & Fingerpaint Group
zvonek@me.com 602.315.1286

Mr. Kit Cramer

Associate Creative Director/Copy Manager
Blue Cross Blue Shield of Arizona
kit@kitcramer.com

Mr. Jed Gammell (personal reference)

jed.gammell@highstreetins.com 515.669.1848

INVOLVEMENT

- Phoenix Children's Hospital Family Advisory Council
- Blank Children's Hospital Family Advisory Council
- Greater Des Moines Leadership Institute, Community Leadership Program
- Des Moines Variety Club - The Children's Charity