

# JONATHAN J. RICHARDSON

healthcare and pharma, copy and creative

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

## CONTACT INFORMATION

3010 N 2nd St. #2314

Phoenix, AZ 85012

[jjr@jonathanrichardson.com](mailto:jjr@jonathanrichardson.com)

480.528.7553

## ONLINE PORTFOLIO

[jonathanrichardson.com](http://jonathanrichardson.com)

## THERAPEUTIC AREAS

### HEMOPHILIA

Denecimig · Alhemo® · Esperoct®

### GROWTH DISORDERS

Sogroya® · Norditropin®

### DIABETES

Awigli® · 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.

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.

## 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.