

SHAUNTELLE STEPHENS

BACKGROUND

I have several years of training in medical advertising and its unique channels from numerous award-winning agencies. My portfolio showcases new-business wins, new-drug launches, and weekly client deliverables. I've written for multiple audiences in the healthcare field, including payers, healthcare professionals, patients, and veterinarians.

EXPERIENCE

Copy Supervisor | Harrison and Star | NYC, 2019 – Present

- **Lead writer for core brand tactics: white paper, core sales aid, and website**
 - Crafts key messages and clinical claims for medical/legal review
 - Assigns resources, develops timelines, and tracks project milestones

Highlights include:

- Producing tactics for the largest HIV conference beginning on PDUFA

Copy Supervisor | Grey Advertising | NYC, 2016 – 2019

- **Managed a team of 5 writers across 3 indications with 2 audiences**
 - Supervised tone, style, and content structure based on creative briefs
 - Advanced direct reports through growth plans towards agency standards

Highlights include:

- Developing a "MOA" immersive tunnel for a congress booth
- Pitching and producing "trap music" for two client's teams

Copywriter | Havas Life Metro | NYC, 2014 – 2016

- **Team writer across 5 disease states**
 - Assignments included print ads, radio spots, websites, banners, and emails
 - Wrote, referenced, and annotated manuscripts for weekly submissions
- **Lead writer for brand-derivative content built through third-party vendors**
 - Sources of authority included: Medscape, Sermo, Doximity, Healthcast

Highlights include:

- Submitting to the Cannes Lions Awards (2x)
- Learning to write for animal health

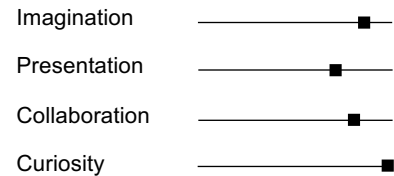
Junior Copywriter | The Cement Bloc | NYC, 2013 – 2014

- **Developed value proposition decks and materials for payer sales training**
 - Crafted payer-focused messages to influence pharmacy and medical directors' formulary configuration
- **Produced patient-centric oncology support programs to strengthen compliance and adherence**

Highlights included:

- Creating sensitive QoL programs for end-stage cancer patients

PERSONAL SKILLS



EDUCATION

Marketing Communications
Copywriting concentration
Emerson College
Boston, MA

SPECIALIZED TRAINING

Infectious Disease
Rheumatology
Dermatology
Oncology
Chronic Pain Management
Multiple Sclerosis
Weight Management
Diabetes Mellitus
Medical Devices
Surgical Implants
Clinical Lab Testing
Animal Health

QUIRKS

Humor



Dress



Fitness



WEBSITE

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E-MAIL

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