

**Elizabeth Parish**  
**347-314-9492**  
**heyelizparish@gmail.com**  
**Portfolio available upon request**

Creative and strategic HCP/consumer healthcare ACD with extensive experience developing branded, integrated campaigns across all marketing channels, including websites, social media, digital/print sales aides, radio, video, and television.

**Experience**

**VP, Associate Creative Director, Harrison & Star, NYC**

- Lead copy and manage team of four writers across two accounts (immunotherapy and COVID-19 antiviral)
- Work on agency initiatives, including developing creative and presenting at new business pitches
- Recent industry awards:
  - ◆ Writer for “Love Letters,” cancer screening campaign (consumer):  
*PM360 Trailblazer 2023 Award*, gold award; *New York Festivals 2023 Health Awards*, silver award; published in *Lurzer's Archive*, April 2023
  - ◆ Writer for “Little Monsters,” heart disease awareness in women campaign (consumer):  
*2023 Manny Awards*, finalist; published in *Lurzer's Archive*, March 2023
- Category experience includes oncology, infectious disease, cardiology, diabetes, and diagnostics/devices.  
*(March 2019-present)*

**Copywriter/Editor, Cardiovascular Research Foundation (CRF), NYC**

- Created copy for 360 campaigns (websites, eblasts, social media, video, print) promoting medical education conferences to cardiologists, including the world's largest interventional cardiology meeting
- Managed social media for multiple meetings, including writing, scheduling, and tracking posts
- Edited program and marketing materials, ensuring adherence to AMA guidelines
- Supervised junior copywriter  
*(July 2016-March 2019)*

**Copy Supervisor, Merkley & Partners (I2i Communications), NYC**

- Created consumer campaign for Oxford Medicare Advantage (print, outdoor, direct mail, DRTV)
- Wrote copy and managed multi-segment consumer Lipitor fulfillment campaign
- Developed branded campaigns across multiple marketing channels for BellSouth consumer products (print, radio, TV, and direct mail)
- Produced and presented creative for new business pitches (such as Prevacid, Priceline, and Smith Barney)
- Supervised copy/art team  
*(1998-2003)*

**Related Experience**

- Developed copy for new websites, including financial and technology companies
- Created print/digital materials for IN Studios (entertainment company), including website and social media copy, and served as head writer/artistic director, supervising writers in script development for sketch comedy shows.  
*(2003-2016)*

**Education**

Vassar College, Bachelor of Arts, English major  
School of Visual Arts; Adhouse: creative concepting courses