

## LISA BOOSIN

### Copy + Creative Leadership

#### SUMMARY

Writer. Thinker. Big Idea haver. Winner of awards. Herder of cats (both figuratively and literally). I make ideas and words that are creative and different, and most importantly, they start conversations and drive business forward. Then I go out and present that work with grace and conviction. More than 15 years of experience, with clients that include UnitedHealthcare, Mattel, the City of Santa Monica, Hard Rock Hotels, OC Fair, and more.

#### EMPLOYMENT HISTORY

##### Creative Director

*Evoke/Giant (remote) – March 2022-January 2024*

Integrated agency with clients that include pharma, healthcare, and wellness companies. Brands include Neutrogena (derm) and Edwards Lifesciences (cardiovascular/device). Brought on to help build a team as the result of new business.

- Creative copy lead on 360° end-to-end campaigns, including digital, experiential, and social.
- All phases of creative work, including creative briefs, ideation, execution/iteration, and pre-and post-production.
- Work closely with Strategy to develop content strategy, message platforms, and concepts.
- Manage and mentor a staff of writers and art directors.
- Client-facing duties including pitches, presentations, and meetings.

##### Associate Creative Director

*Havas San Francisco (remote) – May 2021-January 2022*

Integrated agency with clients that include pharma and consumer wellness companies. Brands included Aimovig (neuro), Enbrel (rheumatology), Biomarin (PKU/rare disease), Voxzogo (achondroplasia/rare disease). Creative copy lead on 360° campaigns that include digital, social media, and video.

- All phases of creative work, including ideation, execution/iteration, and pre-and post-production.
- Client-facing duties including pitches, presentations, and meetings.

##### Associate Creative Director

*Sensis Agency – July 2017-April 2021*

Integrated, multicultural agency with clients that include Centers for Disease Control and Prevention, OC Fair, NASCAR/Auto Club Speedway, OneWest Bank, AltaMed Health Services, Chef Merito seasonings, Port of Los Angeles (B2B & consumer tourism), and others.

- Creative copy lead on 360° campaigns that included branding, broadcast, digital (UI/UX writing) outdoor, social media, and content marketing.
- Participated in all elements of new business pitches, including presenting and writing RFIs/RFPs.
- All phases of creative work, including creative briefs, ideation, execution, client presentation and meetings, selecting and overseeing vendors, pre- and post-production.
- Managed and mentored writers and coordinated the efforts of creatives across a network that includes offices in Atlanta, Austin, D.C., and Mexico City.

##### Group Copy Supervisor

*The Bloc Alley, a division of The Bloc NYC – July 2016-May 2017*

Integrated agency specializing in biotech, pharma, and consumer health tech brands; clients included Astra Zeneca, Health Nucleus/Human Longevity, and others.

- Brought on board to launch a satellite agency in a new market and help win new business.
- Duties included client pitches and presentations; creative oversight on projects such as branding, interactive, digital experiences, convention presence, social, and traditional media campaigns.
- Managed a staff of copywriters and art directors.

## Copy Supervisor

*The CDM Group, a division of Omnicom Health – June 2015-April 2016*

Integrated agency specializing in pharma and life sciences brands; clients included Quest Diagnostics, Gilead Sciences, Amgen, Gilead, and many others.

- Creative copy lead on 360° campaigns that included branding, email marketing, video, VR, convention booths, and activations.
- Collaborated with UX team on architecture and content for websites and iPad presentations.
- Client-facing duties included pitches, presentations, and meetings.
- Managed a staff of supporting writers.

## Senior Copywriter

*DevicePharm – October 2014-June 2015*

Integrated agency specializing in medical device brands; clients include Bausch + Lomb, Beckman-Coulter, Boston Scientific, Medtronic, Thoratec, and many others.

- Developed concepts and wrote copy for print ads, website/blog content, video scripts, social media content, sales training material, and fact sheets.
- Client-facing duties including pitches, presentations, and meetings.

## Copywriter

*UnitedHealthcare – September 2007-October 2014*

Part of the in-house agency creative team working on UnitedHealthcare, its parent company UnitedHealth Group, and subsidiaries including Optum, Optum Bank, and Latino Health Solutions

- Developed concepts and wrote copy for broadcast (radio and TV), print ads, content marketing, digital/UX for websites and apps, B2B CRM marketing, and digital campaigns.
- Supervised a staff of editors and proofreaders.
- Helped establish brand guidelines and acted as a brand standards steward for both internal and external partners.

## REGULAR, ONGOING FREELANCE

### Senior Copywriter/Creative Director

Working both on-site and project-based assignments, I have a roster of local agencies I collaborate with regularly, on clients and projects that include:

- *City of Santa Monica*: annual reports, collateral
- *Natrelle breast implants*: content strategy, social media, influencer marketing
- *Hard Rock Hotels*: integrated campaigns including web content, collateral, ads, promo items
- *ViewSonic*: web content, banner ads

## EDUCATION

*CSU Fullerton – Fullerton, CA. Bachelor's Degrees in Communications and Philosophy*

*The Bookshop School for Ads – Culver City, CA. Intensive advertising/copywriting program*

## SKILLS

Proficient in Microsoft Office (Word, Excel, PowerPoint); Adobe Creative Suite (Photoshop, InDesign); Google Drive; content strategy; Google Analytics; generative AI (Midjourney, ChatGPT).

## CONTACT

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