

ELIZABETH A. FRESQUEZ

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COPY SUPERVISOR

Strategic Communications | Healthcare Copywriting | Creative Leadership

SUMMARY

Accomplished healthcare communications leader with extensive experience in **pharmaceutical advertising, market access writing, and brand messaging**. Proven ability to deliver compelling copy for **pre-information exchange (PIE), value narratives, payer communications, HCP, and DTC audiences while navigating medical/legal/regulatory (MLR) submissions and AMA style guidelines**. Recognized for **mentoring teams, managing cross-functional partnerships, and presenting high-impact communications strategies** that strengthen client trust, drive brand growth, and exceed expectations.

KEY SKILLS

- Managed Markets Copywriting (Value Narratives, Communications)
- Healthcare & Pharmaceutical Advertising (HCP/DTC)
- MLR/Regulatory Review | AMA Style Compliance
- Strategic Storytelling & Content Development
- Client Presentations & Relationship Management
- Cross-Functional Team Collaboration
- Mentorship, Talent Development & Creative Leadership
- Digital, Social, Video, Print, and Event Copywriting

PROFESSIONAL EXPERIENCE

Copy Supervisor – Digitas Health/Publicis Groupe | New York, NY | 2024-2025

- Led **consumer and promotional campaigns** across digital, print, social, and video channels for oncology brands.
- Served as **Agile Digital Copy Lead and AOR Digital Copy Lead**, ensuring **accuracy, compliance, and strategic alignment**.
- Crafted **messaging frameworks and value-driven narratives** aligned with client objectives.
- Partnered with cross-functional teams (art, strategy, account, and medical) to deliver **original and innovative creative solutions**.
- **Presented creative strategies and campaign concepts** to client stakeholders, refining messaging to maximize brand impact.
- **Mentored and coached junior copywriters**, providing actionable feedback and strengthening creative performance.

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Senior Copywriter / Integrated Media Producer – Avalere Health (Fishawack) | UK | 2021-2023

- Produced **consumer-focused copy** for rare disease and oncology brands, including **value propositions and narrative frameworks**.
- Collaborated globally with strategists, account leads, and creatives to **align messaging with brand and access strategies**.
- Navigated **complex MLR reviews**, preparing annotated, referenced submissions that met compliance and regulatory requirements.
- **Presented messaging strategies and campaign recommendations** directly to clients, building long-term partnerships.

Director, Communications Specialist – Snow Companies (OHG) | Williamsburg, VA | 2020 – 2021

- Designed and delivered **strategic messaging frameworks** for HCPs and patients on behalf of **90+ global pharma clients**.
- Developed **executive presentations, training materials, and internal communications**, ensuring consistent, compliant messaging.
- Managed, mentored, and staffed a remote team of communication coaches, driving performance and alignment.

Senior Copywriter – Snow Companies (OHG) | Williamsburg, VA | 2018-2019

- Translated complex medical content into **market access and patient-friendly narratives** supporting access initiatives.
- Partnered with executives on **change management communications and strategic storytelling**.
- Developed **multi-channel copy (web, social, print)** aligned to campaign strategy and compliance requirements.

Senior Marketing Communications Writer & Account Manager – Amerigroup | VAB, VA | 2013 – 2018

- Converted complex medical language into compelling and concise plain language copy written between 4th and 10th grade reading levels for **Medicaid** health plan members and marketing materials.
- Composed and revised copy for over 700 projects on time, with 150 projects finished in five months, for the **high-priority implementations** of the Florida and Nevada Medicaid plans.

ADDITIONAL PROFESSIONAL HIGHLIGHTS

- Print & Broadcast Journalist
- Television Producer/Director
- Addy-Award Winning Copywriter
- International Public Speaking Coach and Trainer

EDUCATION

Bachelor of Science in Communications – Clarion University of Pennsylvania | Clarion, PA
Associate of Science in Paralegal Studies – Centura College | Virginia Beach, VA