

Brian Kumpf

Copy

Supervisor

Costa Mesa, CA 92627

(908) 227-1425

briankumpf@gmail.com

—
10+ Years of Experience

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Education

Get to know Me: www.briankumpfwrites.com

Brand Spaces: Immunology, respiratory, oncology, contraception, eye care, high science, black box, device, clinical, technology, gaming, PR, luxury, lifestyle, travel, health, men's lifestyle, interior design, wellness.

Skills: Copywriting, content creation, pitching, brand management, style, grammar, editing, proofreading, social media, storytelling, advertising, email, ecommerce, SEO, multitasking, CTA language, brand strategy, digital first

Pacific Communications / Copy Supervisor

SEPTEMBER 2020 - CURRENT, IRVINE, CA

- Manage ~ Copy, fact check, end-to-end job codes a day for Allergan Eye Care brands
- Assist cross-functional Account, Editorial, and MLRC teams in executing tactics for 4 brands (DURYSTA®, XEN Gel Stent®, VUITY®, Allergan Premier)
- Pitch winning eye care concepts and carried through campaign refreshes, proof content, own omnichannel communications (Allergan Eye Care social, AR/VR, conferences, PR, speeches)
- Update references regularly, organize brand knowledge through active annotation, ideate 360 campaign refreshes, nurture relationships, communicate information download for fellow copywriters on monthly basis

Razorfish Health / Freelance Senior Copywriter

DECEMBER 2019 - APRIL 2020, PHILADELPHIA, PA

- Responsible for the conception and execution of innovative materials for integrated, cross channel initiatives
- Wide-scaled web initiatives, email CRM campaigns
- Launched ovarian cancer drug, ZEJULA®

Eversana / Senior Copywriter

APRIL 2018 - NOVEMBER 2019, SUMMIT, NJ

- Researching and developing material for multiple pharmaceutical clients (Asthma, RSV, RA) and biotech business projects
- Developed tactics for digital and print pieces
- Audiences included: DTC, HCP, and Managed Markets

Grey Advertising / Copywriter

SEPTEMBER 2015 - DECEMBER 2017, NYC, NY

- Worked with various consumer brands including: Pringles, Bell Helmets, and Schott NYC
- Transitioned to Grey Health and worked on TRUMENBA®, ADYNOVATE®, and biosimilar drugs
- Refreshed and updated websites, patient care kits, tutorial cards, and email CRM

Rutgers University / Secondary Education | English

SEPTEMBER 2008 - JUNE 2013, NEW BRUNSWICK, NJ