

Jack Carden / Copywriter Pharma/Financial

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Portfolio: www.jackcarden.com
Web Site Content: www.detrol.com / www.tysabri.com

Personal Profile: Skilled multi-media writer—CRM, TV, Web—who side-steps the clichés of “pharma.”
Skilled financial writer able to present complex products with clarity, directness and honesty.

Professional Skills:

- 10 years experience in pharmaceutical DTC/OTC programs.
- Clients include: Amgen/Wyeth, Novartis, GSK, Wyeth, Pfizer, Allergan, Sanofi-Aventis, BMS.
- Areas of expertise: rheumatoid arthritis, cardio-vascular, pulmonary, mental health, gastro-intestinal, diabetes, osteoporosis, eye disease and vision correction.
- Solid background in financial products with a gift for clarifying the complex for clients such as Chase, Citi, Gold Council.

Triple Threat Comm.	October	2011----	Symbicort pitch.
Rapp	July-September	2011----	Humana Health Insurance
G2 Direct & Digital	May-June	2011----	Aetna Life & Health Insurance
Digitas Health	April-May	2011	
Triple Threat Comm.	Jan-Feb	2011	
G2 Direct & Digital	December	2010	

CRM program for Pradaxa, a new to the market anti-coagulant for patients with atrial fibrillation.

CDMi 2010
TV campaign for Aciphex ER, a prescription med for acid reflux disease.

G2 & Digital 2010
• Full-length brochure and print ads for launch of anticoagulant drug Pradaxa. Series of brochures and mailers for diabetes drug (Humalog).

DraftFCB 2009
• Produced combo brochure and mailing for Enbrel—Rheumatoid Arthritis and 4 other indications.

EURO RSCG MetaMax 2009
• Produced 360° program for MS Therapy, Tysabri, including: Web site, print, brochures, DM.

Saatchi&Saatchi Consumer Health+Wellness 2004-2008
• Accounts I have won: Chantix (anti-smoking), Multaq (atrial fibrillation) and BP Success Zone, a multi-drug website project serving all Sanofi-Aventis hypertension drugs.
• Created Detrol “Bathroom Icon” campaign for TV and Web.
• Worked on: Enbrel, Plavix, Ambien, Nexium, Boniva, Pulmicort, Detrol, Transitions Lenses.

Wunderman 2003
• Produced 360 campaign for Citi credit cards aimed at youth and young families.

(Cont. on next page.)

Grey Worldwide 1987-2003

- Instrumental in establishing Healthy Grey Village, agency's most profitable group, by winning key DTC accounts: Flovent, Flonase, Habitrol, Paxil, Zomig, Cialis.

Previous Agency Experience:

Mercedes-Benz at McCaffery&McCall. Lincoln-Mercury at Young&Rubicam. Chase Manhattan Bank, Pan Am, Ford Corporate at Wells, Rich, Greene.

Education: Columbia University M.Phil. English Literature.

Interests: Literature, film, photography, cycling, travel.