



STACY GEVER

COPYWRITER

CONTACT

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WWW.STACYGEVER.COM

(908)399-6647

Professionally:

A motivated, quick thinker with over a decade of experience writing, producing, and conceptualizing creative ideas for consumer and professional audiences in multiple formats.

Personally:

Incredibly obsessed with capturing the witty, important, and subtle things in this world to tell honest and relatable stories. My greatest strength is empathizing and connecting with people. I am eager to show you.

B.A, MASS COMMUNICATIONS
MINOR IN CREATIVE WRITING
BLOOMSBURG UNIVERSITY

RELEVANT COURSES

- Creative conceiving (Adhouse)
- Comedy sketch writing and improv

ADDITIONAL SKILLS

- Storytelling
- Knowledge of health fields
- Journalism, video production
- Live television and radio experience
- Video editing experience
- Social media managing

COPY SUPERVISOR

MOON RABBIT | NY/REMOTE | JAN 2022 - PRESENT

- Creating the voice of new campaign and leading brand content for ophthalmology drug launch
- Writing and owning several manuscripts, including launch of splash page and website, social media content, videos, playbook, and educational comedy script for convention
- Conceptualizing with digital teams to create interactive digital features
- Presenting work to internal team and clients; creating powerful and unique executions based on client desires
- Conceptualizing creative ideas for various pitches, including campaign launch and conventions
- Mentoring other copywriters on creative ideas for specific brands and annotating
- Annotating projects and working with editorial team through fact check
- Supervising and maintaining core claims document for all future copywriters

SENIOR COPYWRITER

HAVAS HEALTH PLUS | NY/REMOTE | APR 2020 - JAN 2022

- Contributed creative concepts for agency-wide COVID-19 pitch focusing on the mental health of healthcare workers
 - My "Rare Rescue" idea was chosen by agency and pitched to Selena Gomez's team
- Created voice of LYFNUA campaigns and took ownership of manuscripts throughout launch
 - MM&M Silver award-winning concept
- Transformed scientific data into digestible, easy-to-read content; annotated projects
- Presented projects to clients in all stages of creation

COPYWRITER

HARRISON & STAR | NY | FEB 2019 - APR 2020

- Conceptualized and executed creative ideas for pro bono projects
- Wrote and took ownership of full-length manuscripts throughout POLIVY launch
- Presented projects to clients in all stages of creation
- Annotated projects and worked with editorial team through fact check
- Tagged and linked projects in Veeva for legal review

FREELANCE SENIOR COPYWRITER

FCB HEALTH | NY | OCT 2018 - DEC 2018

- Conceptualized, wrote, and presented original ideas for SPIRIVA virtual reality experience
- Created creative patient profiles and call dialog for pharmaceutical reps
- Annotated and maintained references

COPYWRITER

DDB HEALTH | NY | DEC 2017- OCT 2018

- Conceptualized and presented original ideas for creative digital ads, print, and video
- Transformed detailed briefs into compelling stories while incorporating brand strategy
- Worked alongside client and legal teams; researched and annotate projects
- Created new messaging and content for the launch of AIMOVIG

FREELANCE WRITER

HEALTHGY | NY/REMOTE | OCT 2017

- Wrote compelling articles summarizing original health, science, and psychology podcasts in 400 words or less

VIDEO PRODUCER

MEDPAGE TODAY | NY | APR 2012 - SEPT 2017

- Pitched ideas to team and conceptualized multiple feature video segments or print stories with journalists; pitched ideas to external PR teams; produced and edited projects on topics in all areas of medicine
- Booked physicians and experts for video segments and oversaw productions all over the world

ASSOCIATE PRODUCER | APR 2014 - APR 2017

- Wrote social media copy, scheduled posts (152,746 Facebook likes; 54.9k Twitter followers)
- Supervised, directed, and oversaw video shoots on the scene at major medical conventions; liaised between videographers, journalists, PR teams, and editors
- Managed KOL database

PRODUCTION ASSISTANT | APR 2012 - APR 2014

- Wrote blogs for medical audience
- Proofread and posted original news stories: columns, surveys, and articles
- Built and sent newsletters and breaking news alerts to online subscribers