

R/S

Reza Seirafi

CREATIVE DIRECTOR (COPY)

HCP.DTC.WELLNESS

CONTACT

 **REZA SEIRAFI**
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SKILLS

- Social media marketing
(Meta trained)
- Script writing
- Adobe Suite
- AI-driven visual and video generation
- Video production and direction
(internationally televised)
- Music production, composition, sound design, and audio engineering
- Knowledge of user experience design, search engine optimization, and FDA guidelines for pharma advertising

AWARDS

- DTC Ad Awards Winner—
Best Disease Education
Website, Everyday CF
(Bronze, 2020)

LANGUAGES

- Fluent in Persian
- Working knowledge of French and Italian

WORK EXPERIENCE

Wildtype Health, New York, NY, VP, ACD (Copy) // March 2024 - Present

- Championed strategic concept and messaging development for the highly anticipated launch of KEYTRUDA SubQ, a subcutaneous delivery option for KEYTRUDA (Oncology, Merck)
- Directed a high-performing copy team to deliver innovative and impactful creative across diverse tactics for U.S. and global KEYTRUDA GI and Pan Tumor indications (Oncology, Merck)
- Headed creative development for major Merck oncology corporate initiatives, including the KEYTRUDA 10-year campaign, surgeon unbranded workstream, and MSD umbrella portfolio efforts
- Generated standout concepts for key business pitches, groundbreaking campaigns, and tactical strategies, earning strong accolades

Digitas Health, New York, NY, ACD (Copy) // February 2021 - March 2024

- Kick-started RINVOQ's (Gastroenterology, AbbVie) new DTC gastro stream of business through the successful launch of the ulcerative colitis (UC) indication and stewarded the brand's post-launch life cycle
- Co-captained creative during the fast-paced launch of WELIREG (Rare Disease, Merck) while contributing to a variety of KEYTRUDA (Oncology, Merck) DTC copy needs
- Forged strategic partnerships with brand leads during the crucial relaunch of Labcorp (Corporate Communications) to expand their reach in the clinical research segment
- Worked in tandem with the social marketing department during the development of a variety of social tactics and was trained by Meta to create potent posts and impactful content

Patients & Purpose, New York, NY, VP, Copy Supervisor // May 2018 - January 2021

- Led DTC copy development for Vertex Pharmaceuticals' portfolio of cystic fibrosis treatments and disease education initiatives (Rare Disease)
- Collaborated closely with clients during development of 2020 ABILIFY MAINTENA (CNS, Otsuka) HCP brand campaign refresh and mainline marketing efforts
- Spearheaded creative development of social tactics across a broad range of brands, including TAGRISSO (Oncology, AstraZeneca) and KALYDECO (Rare Disease, Vertex Pharmaceuticals)

BGB Group, New York, NY, Copy Supervisor (Promoted from Sr. Copywriter) // November 2015 - February 2018

- Created strategic messaging to enhance promotional materials for STIOLTO (Respiratory, Boehringer Ingelheim) and ENTYVIO (Gastroenterology, Takeda)
- Developed creative copy for MOVANTIK (Gastroenterology, AstraZeneca) across HCP and DTC tactics
- Presented creative to clients and participated in live MLR reviews, market research, and national sales meetings

FCB Health, New York, NY, Copywriter // December 2013 - November 2015

- Produced extensive messaging during the prelaunch market preparation for ENTRESTO (Cardiology, Novartis)
- Crafted impactful creative solutions to support SPIRIVA (Respiratory, Boehringer Ingelheim) across U.S. and global campaigns
- Wrote the DTC materials for the revamped LUCENTIS (Ophthalmology, Genentech) Patient Support Program

EDUCATION

School of Visual Arts, New York, NY

Continuing Education: Advertising

Polytechnic Institute of New York University, New York, NY

Masters of Science Degree in Biomedical Engineering

New York University, College of Arts and Science, New York, NY

Bachelor of Arts Degree in Chemistry