

# ERIK CLANCY

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## EXPERIENCE

Area 23, New York, NY

Associate Creative Director, October 2021 to Present

Group Copy Supervisor, November 2020 to October 2021

Copy Supervisor, November 2019 to November 2020

Senior Copywriter, August 2018 to November 2019

- Won multiple awards (Clio, MM&M, LIA, etc.) as part of a major DSA campaign
- Concepted and implemented global and US creative campaigns across all materials, both traditional and digital
- Global copy lead on the worldwide launch of a major ophthalmology drug and relaunch of an uncontrolled gout treatment
- Leads a team of 5 writers across both HCP and DTC business

Grey Healthcare Group, New York, NY

Copywriter, September 2017 to July 2018

- Created HCP and DTC focused materials for biologic brands including websites, banners, brochures, and IVAs
- Contributed to new business pitches as lead copywriter
- Lead copywriter on two major launch brands
- Partnered with the digital team, as lead creative, to design and develop an Amazon Echo skill for the agency

Grey Healthcare Group, New York, NY

Copywriter Intern, May 2017 to August 2017

- Crafted headlines, body copy and tags in brand voice for multiple pharmaceutical brands
- Contributed to new business pitch during my first week and helped create a pitch campaign
- Created a comprehensive campaign with TV, social, experiential, and AI components with fellow interns and pitched to an agency client
- Wrote in traditional and digital space for global oncology, ADD, and CF brands in emails, print, and HCP-specific materials

## EDUCATION

- School of Visual Arts, New York, NY  
(Advertising) 2015-2017
- Christopher Newport University, Newport News, VA  
Bachelor of Arts Degree in Theater, Minor in Communications, 2007  
Activities: Member and Historian of the honor fraternity Alpha Psi Omega

## SKILLS AND EXPERTISE

- Word, Excel, Powerpoint, ProofHQ, and Photoshop

## COMMUNITY SERVICE

- Holy Trinity Neighborhood Center, Volunteer