

JEFFREY B. YOUNG
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PROFILE

Communications specialist with two decades of experience writing and editing professional, consumer and B2B content. Proficient in the full range of educational and marketing content, including brochures, fact sheets, FAQs, e-newsletters, Web articles, presentations, and white papers. Skilled in translating complex information into clear, readable prose free of jargon and extraneous detail. Team player with relationship-building and networking skills and the ability to meet the highest editorial standards while delivering projects on time, on target and on budget.

PROFESSIONAL EXPERIENCE (AGENCY)

Senior Writer ENTRÉE HEALTH, New York, NY September 2013–April 2014

Writer on managed care/managed market accounts for Pfizer's pain medication portfolio. Assignments included field force detailing app for iPad, patient education brochures, insurance coverage "sell sheets" for physicians and pharmacies, and industry POVs on drug pricing.

Vice President MSLGROUP, New York, NY May 2010–December 2012

Headed firm's content development team. Responsible for content from strategic and creative phases through execution for a range of clients. Day-to-day clients included Eli Lilly (insulin portfolio) and GlaxoSmithKline (breast cancer therapy).

- Wrote blogs on personalized medicine, advocacy partnerships and nuclear containment systems (for SCHOTT Electronic Packaging)
- Developed PR kits for medical meetings (press releases, disease backgrounders, drug fact sheets, marketing and medical spokesperson Q&As)
- Wrote feature articles, business and trade press releases, and executive profile pieces (for Covidien)
- Created a style guide to standardize editorial processes across the agency
- Drafted and edited quarterly interactive newsletter content for GSK client

Writer WEDGEWOOD COMMUNICATIONS, Green Brook, NJ July 2009–April 2010

Contract copywriter for Watson Pharma's men's health drugs.

- Wrote patient education brochure on prostate cancer treatment
- Wrote drug classification guidance (American Hospital Formulary Service) for BPH drug
- Created clinical reprint carrier for sales force

Editorial Manager BURSON-MARSTELLER, New York, NY October 2005–March 2009

Led health practice's content group. Responsibilities included science writing, corporate communications and copyediting. Participated in pharma clients' legal-regulatory meetings to ensure materials had consistent messaging and were DDMAC-compliant.

- Developed online PR launch kit for new cholesterol drug
- Wrote white paper on racial and gender disparities in diagnosing and treating sudden cardiac arrest

Senior Editorial Supervisor EDELMAN, New York, NY April 2000–May 2005
Managed day-to-day Bayer Betaseron (MS treatment) account.

- Led PR program centering on disease education, corporate communications and competitive analysis
- Wrote Web content on brand information, disease management and patient support

Senior Account Executive NOONAN/RUSSO, New York, NY June 1995–March 2000

- Worked with National Kidney Foundation on PSAs featuring MLB player Mark McGwire to raise awareness of bed-wetting
- Developed and taught PR workshops for field force in key markets

Intern, Health Practice MAKOVSKY & CO., New York, NY August 1994–January 1995

Sales Representative ELI LILLY AND CO., Indianapolis, IN September 1989–May 1993

PROFESSIONAL EXPERIENCE (FREELANCE)

- Contract medical writer for Biosector2, Chamberlain, Context Matters, Feinstein Kean, Fleishman-Hillard, Interbrand Wood, URAC, Weill Cornell Medical College Department of External Affairs

EDUCATION

Hofstra University, Hempstead, NY
B.A., psychology
May 1989