

# ELIZABETH WHITE

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## EXPERIENCE

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### Havas Health Plus, NYC

#### Senior Copywriter, *September 2022 – present*

- Collaborated across teams to create compelling copy for Sanofi (DUPIXENT) global HCP projects
- Developed creative expertise of the DUPIXENT narrative
- Managed a copywriter and supported senior copy team members
- Oversaw all materials for two congresses and developed new copy content
- Presented projects in client meetings and MLR review

#### Copywriter, *May 2021 – September 2022*

- Took ownership of all materials for two congresses from kickoff through the MLR process, including referencing and factchecking
- Coauthored and oversaw the implementation of a new fact check process
- Developed managerial skills with a junior copywriter by prioritizing open communication about current projects and delegating tasks

### ConcentricLife, NYC

#### Junior Copywriter, *October 2020 – May 2021*

- Assisted copy team with HCP materials for Novo Nordisk (SAXENDA and WEGOVY)
- Developed brand awareness to understand target audience and promotional goals
- Worked with copy and art to generate and implement creative ideas
- Collaborated with other departments to ensure projects met client and regulatory specifications
- Annotated and tagged/linked projects for MLR submission

#### Content Coordinator, *November 2019 – October 2020*

- Supported the editorial department on Global Blood Therapeutics (OXBRYTA), Sage Therapeutics (ZULRESSO), and Novo Nordisk (SAXENDA)
- Proofread, edited, and checked changes across materials throughout development
- Aided the editorial and project management departments by tagging/linking and taking screenshots of staging sites

## EDUCATION

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### M.A. Magazine, Newspaper, and Online Journalism

*May 2019*

S.I. Newhouse School of Public Communications  
Syracuse University  
Syracuse, NY

### B.A. Communication

*May 2018*

Fairleigh Dickinson University  
Teaneck, NJ

## SKILLS

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AMA writing style  
Windows & Mac OS X  
Microsoft Suite  
Adobe Creative Cloud  
SEO & CMS  
Strategic thinking

## PUBLICATIONS

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**Co-Author** International Journal of Crisis Communication. December 2017. "Voices in the storm: The lost discourse of climate change in Hurricanes Harvey and Irma."

## HONORS & AWARDS

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**First Place Award**, News Writing, NJPA College Newspaper Competition  
*Spring 2018*