

JOSH RIGHTER

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Objective

To build strong, creative teams that write well, make a difference, and have fun doing it.

Experience

VP, Associate Creative Director, Discovery USA Philadelphia, PA 2016-Present

- Ensures consistent voice and strategic vision carried across all tactics for both healthcare and consumer audiences.
- Leads a team of five full-time writers, built one by one from the ground up, who support the AstraZeneca women's cancer franchise—representing over \$1 billion in sales.
- Integral part of the core pitch team that won said franchise.
- Lead copy, messaging and strategy for the U.S. relaunch of FASLODEX, driving sales to a 15 year all-time high.
- Same as above, but for the EU launch of GALAFOLD, capturing over 20% of the German market in just a few months.
- Canny conceptual and strategic thinker—created multiple campaigns and assisted in creative concept work in oncology, vaccines, respiratory, neurology, and hematology.

Also at Discovery USA:

- Group Copy Supervisor (2015-2016)
- Senior Copywriter (2013-2014)
- Copy Supervisor (2014-2015)
- Copywriter (2012-2013)

Copywriter, H4B Catapult Hamilton, NJ 2011-2012

- Lead writer on all global pre-launch materials for EYLEA, blockbuster drug for Bayer.
- Responsible for generating copy for a wide variety of digital and print pharmaceutical pieces for doctors and patients, including websites, emails, trade shows, direct mailers, and more.
- Worked with both new and veteran art staff alike to help guide the design of campaigns.

Copywriter, Square 2 Marketing Warrington, PA

Copywriter (2010-2011) | Interactive Designer & Developer (2006-2010)

- Responsible for copy, design, and concept development on client projects in industries from insurance to eldercare, with a heavy focus on Web/electronic materials.
- Managed email newsletter programs for over 50 clients, including design, analysis, testing, and writing; these emails consistently beat historic averages.
- Managed and/or assisted with the design and/or programming of over 30 client websites; redesigned sites performed up to 50% better.

Computer & Creative Skills

I'm a former interactive designer and developer, so I'm comfortable with way more than just Office, including Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator), HTML, CSS, PHP, and Javascript.

I Am Also:

- An award-winning comedy writer
- A former (and still current, at heart) punk rocker
- An ACD of graphic design in an alternate universe where my name is Josh Deezyner
- A pretty nice guy