Susan Sacks

VP ACD COPY

San Francisco, CA

susanwillbehere@gmail.com

A New York City copywriter now living in San Francisco, I have clients on both coasts. I am often, and happily, hired to do concepting work. These days, I find myself doing lots of videos. I love doing websites. I have lots of experience in TV—as well as in print and direct mail. I also happen to have lots of experience on both sides of the consumer/pharma fence (and in pharma, this includes both professional and DTC). So basically, I'm truly all over the map! Bottom line: If a client happens to be unhappy with copy, I'm your girl.

Experience

Work for Hire

Freelancer

San Francisco
Apr 2012 - Present

ACD Copy

Havas Life NY

New York City
Aug 2010 - Dec 2012

Concepting, Web Content (architecture, copy and video), DTC and DTP Materials, New Business

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Group Copy Supervisor

Grey Healthcare

New York City
Mar 2002 - Apr 2010

Colgate, Crizal, DenMat, Essilor, Lexapro, Lumineers, LumiSmiles, Lybrel, Obagi, Puregon, Varilux, New Business, Web Sites: Agency, BeWell.com, Dulcolax.com, LumiSmiles.com, Xyntha.com

Freelance

Apr 2001 - Mar 2003

Copy Supervisor

Publicis

New York City
Jun 1998 - Apr 2001

Cialis, Evista, Loggsdale Men’s Couture, Meridia, Stylus.com

Senior Copywriter

Lowe and Partners

New York City
Oct 1990 - Dec 1995

Coca-Cola USA, Citibank, Braun, Nabisco, Ponderosa, Xerox

Copywriter

Altschiller Reitzfeld

New York City
Mar 1986 - Nov 1990

ABC News, Air Jamaica, Boars Head Provisions, BurryLu Cookies, Commerce Drug, Coronet, Hilton Hotels, SAS, Pfizer Drug, Tultex Sportswear, Pioneer Video

Education

BA

Tulane University

New Orleans, LA

MEd

Northeastern University

Boston, MA

Speech Pathology

Columbia University

Screenwriting

New Product Development

Combos, Tofutti

Came up with and named Combos for M&M Mars; discovered, named and marketed Tofutti

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