

Michael J. Ricciardi
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COPYWRITER

PROFICIENCIES

Nearly seven years experience crafting pharmaceutical and healthcare communications for diverse brands, disease states, and audiences through various channels. In addition, 12+ years experience in consumer marketing and promotions in the entertainment industry. A proven brand builder proficient at deadline driven projects, imbued with a collaborative team spirit, and the ability to achieve measurable results. Specialties include interactive marketing, spot-on brand strategy, out-of-the-box solutions, and high profile client relations.

EXPERIENCE

January 2008 – Present

CDMi Connect / New York, NY

Copy Supervisor

More than three years experience developing interactive and printed content promoting the blockbuster Pfizer Oncology products SUTENT and INLYTA to healthcare professionals and patients. Branded assets include desktop and mobile websites, rich media experiences, email communications, brochures, call scripts, and treatment support materials. Also conceived, developed, and wrote an unbranded disease education website for people diagnosed with pancreatic neuroendocrine tumors (pNET).

Other work includes writing health, wellness, and treatment-associated print and web-based materials for patients prescribed Rituxan for rheumatoid arthritis (RA). Additional content developed includes an unbranded professional website for XARELTO, an anticoagulant; a professional website for XOLAIR, which is approved for persistent allergic asthma; and website and print content for STALEVO, approved for Parkinson's disease.

July 2006 – December 2007

Sudler & Hennessey / New York, NY

Copywriter

Collaborated with Art Directors and Copy Supervisors to develop interactive and printed content targeted to patients for pharmaceutical products. Brands included Betaseron, for the treatment of multiple sclerosis (MS); and Namenda, for the treatment of Alzheimer's disease. In addition, developed an in-house ad campaign to promote the company's patient communication capabilities. Also participated on new business pitches.

December 1993 – March 2006

Walt Disney Studios Motion Pictures / New York, NY

Senior Marketing Coordinator, Eastern Division

Supervised in-theatre marketing initiatives throughout the eastern U.S. for a premier film distribution and entertainment company generating revenue of one billion dollars or more annually. Responsibilities included:

- Writing, editing and designing studio promotion guides directed at theatre marketing personnel
- Developing and implementing marketing seminars to educate and guide theatre management staffs

EDUCATION

School of Visual Arts, NY

Continuing Education Program / Advertising & Copywriting

New York University, Tisch School of the Arts, NY

Bachelor of Fine Arts, Film/Television