



Carolyn Zigmund

CREATIVE DIRECTOR OF COPY

Champion of creative teams and ideas | Invested and versatile copywriter for pharma, healthcare, and consumer brands | Strategic partner | Award-winning advertising writer | Storyteller at heart

EXPERIENCE

March 2021 - Current

Associate Creative Director, Copy Inizio Evoke | Remote
I help run and oversee the \$19+ million AOR rare disease portfolio of business. My motto is to take the work, not myself, seriously, which, I think, creates a culture of camaraderie and support that is often missing in remote workplaces.

- Market and launch life-saving treatments for rare diseases: congenital thrombotic thrombocytopenic purpura, generalized pustular psoriasis, hereditary angioedema, homozygous familial hypercholesterolemia, huntington's disease, inherited retinal diseases, recessive dystrophic epidermolysis bullosa, relapsing multiple sclerosis, and more common conditions: diabetes, plaque psoriasis, and sickle cell disease.
- Pitch and win new business: Boehringer Ingelheim (Spevigo), Regeneron (EVKEEZA), Takeda (Zasocitinib), and uniQure (AMT-130).
- Launch multiple new drugs/gene therapies: AMT-130 (uniQure), Awiqli (Novo Nordisk), Briumvi (TG Therapeutics), CASGEVY (Vertex), LUXTURNa (Spark Therapeutics), and pz-cel (Abeona).
- Lead label expansions/new indications for EVKEEZA (adolescents), ORLADEYO (children), Spevigo (disease state).
- Mentor creative teams with a collaborative, inclusive approach.
- Align with strategy to identify unique insights.
- Achieve organic growth by upselling work and expanding programs.
- Collaborate with PRC/MLR to deliver creative work that is boundary-pushing, but still meets medical, legal, and regulatory guidelines.
- Created a 7-part module, "How to Concept, Present, and Sell an Idea" to mentor writers and art directors.

Former FT freelancer at Ashfield Health (3/2021-8/2022) before it merged into Inizio Mind + Matter. Former ACD at Inizio Mind+Matter (8/2022-12/2023) before it merged in Inizio Evoke.

April 2013 - January 2022

Freelance Creative Director self-employed | Remote
I built my own freelance consultancy one client at a time. From creating my branding and website, to managing projects and scope, and pitching new clients, to resourcing and billing, it was a 10-year labor of love.

- Consulted as a Creative Director on projects ranging from direct response and digital, to business pitches and major brand work for Fortune 500 companies.
- Collaborated with strategy, omni-channel, production, and account teams to execute and deliver solid creative work.
- Built brands from the tagline up; helped start-ups gain market traction, and ensured established companies kept growing.
- Pitched and won new business for my clients and own consultancy.
- Mentored writers and art directors.
- Launched a DTC jewelry brand called, Ella Stein, and was hands-on in all aspects: messaging, product naming, photoshoots, styling, casting,

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SKILLS

- Adaptable and flexible
- AI
- AOR experience
- AR, booth design, character creation, collateral, CRM, digital, DM, drug naming, print, radio, social, sonic branding, TV, video
- Art direction
- Assignment delegation
- Attention to detail
- Brand creation + building
- Budget adherence
- Builder of workplace culture
- Campaign development
- Concepting
- Client relations
- Crafting creative briefs
- Creative mentoring
- Creative team collaboration
- Cross-functional collaboration
- Deadline-driven
- Detail oriented
- Diversity advocate
- Drug launches
- Excellent communication
- Freelance/vendor management
- Honed presentation skills
- Label expansion/new indications
- Message platforms + testing
- New business pitches
- Pharma writing: DTC + HCPs
- Problem-solving abilities
- Project scoping
- PRC/MLR experience

- Rare disease expertise
- Relationship building
- Resourcing
- Staff recruitment
- Strategic thinking
- Team development
- Time management skills

EDUCATION

B.S. in Journalism
Ohio University, Athens, OH

influencer outreach, and creating look books, social media, and brand identity.

- Helped concept and bring to life "The Society of Grownups" for MassMutual. A physical space as well as digital gathering area, the society helped provide financial education in a fun, accessible way, and invited young adults to practice "adulting" with like-minded people.
- Worked across pharma (DTC, OTC Rx), healthcare, medical, scientific, CPG, retail, education, fashion, financial, insurance, tech, travel, and utilities industries.
- Wrote for the American Diabetes Association, Ashfield Health, Boston Ballet, Boston Medical Center, Children's Hospital, Eversource, Harvard Business School, MassMutual, Philips, Real Chemistry/WGO Group, Samsung, Shire, SNH Health Systems, and Vertex.

January 2000 - April 2013

Associate Creative Director Arnold Worldwide | Boston, MA

For 13 years, I learned the ins and outs of how an ad agency works, gained experience across diverse industries, and collaborated with some of the smartest, more creative and strategic people I know.

- Led and mentored writers, helped set strategy, approved creative briefs, and ensured consistency in look and tone across multiple agency accounts.
- Concepted, presented, and executed work for direct mail, digital, social, broadcast, radio, video, print, OOH, and branded content.
- Concepted and wrote the children's book, "The Dream Plucker of Perrysport," for Carnival Cruise Lines. To launch their newest vessel, Dream, the book was featured on the Today Show and introduced by the ship's Godmother, Marcia Gay Harden.
- Launched a new wellness pet food called, Spirit, for Purina, collaborating on messaging, packaging and print.
- Helped pitch and win several key accounts: Carnival Cruises, CVS, Pearle Vision, Progressive, Purina, and RadioShack.
- Clients included: Aetna, Celebrity Cruises, Citizens Bank, Fidelity, McDonald's, Royal Caribbean Cruise Lines, Strayer University, Talbots, Tyson Foods, Verizon, Volkswagen, and Volvo. *Former Senior Copywriter.*

RECOGNITION

- ADDY Awards • Adobe Site of the Day • Ads of the World • Caples Award
- Communicator Award • EFFIE Award • Hatch Awards • International ECHO
- London International Awards • Mobius • New York Festivals • One Show
- PM360 Award • REGGIE • Webby Awards