

## Nicholas J. Casale

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### Summary

Hands-on pharmaceutical Copywriter/Creative Director with broad-based experience in advertising, marketing, and business communication. I pride myself on an ability to marry strategic and creative thinking, and back combination this with excellent organizational skills and attention to detail. My background includes over 2 decades working exclusively in pharma (HCP and patient marketing) as well as 7 years running my own business that provided a full range of creative services in the pharmaceutical, chemical and other industries.

### Career Highlights & Strengths

- Played a leadership role in creating Cornerstones4Care<sup>®</sup>, winner of the MM&M Gold Award for Best Online Patient Relationship/Adherence Program
- Built a staff of 6 writers and editors while helping a small, independent shop grow from 8 employees to 50+ in just 3 years
- Led rebranding campaigns for NORDITROPIN<sup>®</sup> and LEVAQUIN<sup>®</sup>, helping these blockbuster brands maintain their gold-standard status after decades on the market
- Consistently demonstrated an ability to forge positive relationships with clients, including marketing personnel and medical/legal/regulatory reviewers
- Guided by a driving passion to create powerful concepts and copy that engage the target audience creatively while meeting clients' strategic objectives

### Therapeutic Category Experience

Growth Hormone	NORDITROPIN <sup>®</sup> global marketing (Novo Nordisk)
Diabetes	Cornerstones4Care <sup>®</sup> CRM program <b>LAUNCH</b> (Novo Nordisk) Ozempic <sup>®</sup> , Victoza <sup>®</sup> , Xultophy <sup>®</sup> , Levemir <sup>®</sup> , NovoLog <sup>®</sup> , NovoLog <sup>®</sup> Mix 70/30 (Novo Nordisk)
Anti-infectives	Levaquin <sup>®</sup> (Janssen Pharmaceuticals) Omincef <sup>®</sup> (Abbott Laboratories) Maxipime <sup>®</sup> (Dura Pharmaceuticals)
Asthma	Xolair <sup>®</sup> <b>LAUNCH</b> (Genentech/Novartis) Proventil <sup>®</sup> and Foradil <sup>®</sup> (Schering-Plough)
Other	Urology: Eligard <sup>®</sup> <b>LAUNCH</b> and Uroxatral <sup>®</sup> (Sanofi-Synthelabo) Dermatology: Accutane <sup>®</sup> and Soriatane <sup>®</sup> (Roche) Pain management: Celestone Soluspan <sup>®</sup> (Schering-Plough) Anabolic steroid: Oxandrin <sup>®</sup> (BTG Pharmaceuticals) Iron supplementation: Venofer <sup>®</sup> (American Regent Laboratories)

## **Employment History**

### HyperPointe | Teaneck, NJ | Creative Director, Copy | May 2010–Present

- Lead writer on the agency's most critical accounts while overseeing copy development on all others, encompassing HCP and patient materials. Heavy client contact, including annual meetings with global affiliates. Develop and implement internal process improvements that enhance efficiencies and streamline workflow. Built the agency's Copy/Editorial department (initially just myself) to 6 FTEs.

### CommonHealth | Parsippany, NJ | VP, Group Copy Supervisor | June 2006–May 2010

- Main writer and a leading creative force on LEVAQUIN<sup>®</sup>, responsible for both retail and institutional business. Oversaw a staff of 3. Led a successful relaunch of this 12-year-old brand, playing a critical role in positioning, creative blueprint development, message development and research, as well as new campaign concepting and implementation.

### Interpublic Group | October 2002–June 2006

- PACE, Inc. | Parsippany, NJ | Group Copy Supervisor | January 2005–June 2006  
Lead writer on 3 accounts, writing all forms of professional promotion and sales rep training. Developed product positioning, message flow, and scientific support. Collaborated extensively with client and Account Management on strategic and tactical direction. Contributed concepts and copy for other accounts and pitches as necessary. Managed junior writers.
- Lowe Bozell McAdams | Fort Lee, NJ | VP, Group Copy Supervisor | October 2002–January 2005  
Lead copywriter on the US launch of XOLAIR<sup>®</sup>, a first-in-class monoclonal antibody for allergic asthma. Wrote professional and direct-to-patient materials. Collaborated extensively with Account Management on strategic and tactical direction.

### Thomas Ferguson Associates | Parsippany, NJ | Copy Supervisor | November 2001–October 2002

- Launched ELIGARD<sup>®</sup> for the treatment of advanced prostate cancer, developing concepts and story flows as well as scripts for pre-launch market research. Worked extensively with client's internal review team to ensure Marketing, Legal, Regulatory, and Medical needs were met.

### Harrison Wilson & Associates | Parsippany, NJ | Sr. Copywriter | September 2000–September 2001

- Developed concepts and copy for journal ads, detail aids, and Web sites. Wrote training materials to inform and motivate sales representatives.

### Write On Target | Denville, NJ | Sole Proprietor | February 1993–November 2000

- Devised and implemented broad-based advertising, marketing and PR programs for clients in the pharmaceutical and chemical industries. Performed all aspects of creative development and production, then coordinated these services with partners and vendors as business grew. Developed and implemented marketing plans, public relations programs trade-show promotion and more.

### Cody | Wayne, NJ | Copywriter/Project Manager | November 1989–January 1993

- Oversaw all phases of projects from concept, copywriting, and design to mechanical preparation and production. Clients included consumer electronics and business-to-business. Served as administrator of a Macintosh network that grew from 3 to 24 nodes.

## **Education**

B.A. Communications (Journalism) | Glassboro State College | Glassboro, NJ | May 1989

## **Related Interests**

I wrote, designed, and maintained TheDevilsZone.com, a hockey blog/fan site featuring “diabolically clever commentary on the state of Jersey’s team.” Site currently on hiatus, as most of my free time now is spent working toward fulfilling my mid-life crisis fantasy of playing guitar in an 80s rock cover band.