

MADELINE WAY

Copywriter

SO FAR,

DDB Health, New York — VP, Associate Creative Director

OCTOBER 2020 - PRESENT

Overseeing creative teams across numerous brands and launches, spanning rare disease, oncology, and sleep. Leading monthly creative department meetings to cultivate a sense of belonging in this post-covid world.

GSW, Santa Monica — Associate Creative Director

APRIL 2018 - SEPTEMBER 2020

Moved to the west coast for personal growth and joined this smaller team. Managed the full team of writers, led creative on all brands, launched HCP and patient campaigns, and spearheaded multiple pitch efforts.

Cline Davis & Mann, New York — VP, Copy Supervisor

FEBRUARY 2014 - APRIL 2018

Hired as a **Copywriter**, I grew in my role over the course of 4 years, reaching **Senior Copywriter, Copy Supervisor, and ultimately VP.**

Shaped brands from personality to campaign, wrote numerous print and digital pieces for both consumers and healthcare professionals, pitched new business, created two virtual reality experiences, developed an award-winning interactive experience, and launched the first FDA-approved gene therapy for a genetic disease in the US.

Wingo Inc., New York — Copywriter

OCTOBER 2013 - FEBRUARY 2014

Wrote for the consulting firm and graphic design studio, which specializes in strategic fundraising and marketing communication for nonprofit organizations.

EDUCATION

Boston University, Boston — Bachelor of Science in Communication

MAY 2013

Advertising major with a concentration in English; cum laude.

I'VE WORKED IN

Cardiovascular Health
Rare Disease
Gene Therapy
Oncology
Dwarfism
Muscular Dystrophy
Blindness
Neurology
Chronic Pain
Insomnia
Sexual Health
OTC

AWARD(S)

The Rx Club 2016, [Gold Award](#)
"Put Your Heart Into It"
American Heart Association

CONTACT

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