

George Hicks

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SUMMARY

An innovative promotional writer with a proven record of penetrating diverse audiences from B2B to consumer. Adaptable at working in multiple voices, from informative to fun to edgy. Skilled at building brand equity through messaging, PR and press releases, digital marketing, social media, and strategy. Committed to creating inclusive communication.

EMPLOYMENT

Triple Threat Communications, Paramus, NJ

Creative Director, Copy

January 2021 – present

- Lead writer for Translarna, a 1st-in-class therapy for Duchenne Muscular Dystrophy
- Wrote content for winning pitch for a long-acting IUD for Sebela Pharmaceuticals
- Designed new digital app idea: CasePair, an AI-enabled diagnostic platform that would continually look for matches between patient genome maps and the full catalogue of possible diagnoses

WildType Health, New York

VP, Associate Creative Director, Copy Group Supervisor

May 2019 – January 2021

- Led launch of Q6W dosing for Keytruda in response to an FDA directive to ease compliance during 1st year of COVID
- Created social media drivers to reboot sales after start of COVID
- Transitioned all Keytruda brand to digital at the start of COVID, including all messaging for 1st-ever all-virtual ASCO Congress

BGB Group, New York

Group Copy Supervisor

May 2018 – May 2019

- Executed ASCO 2019 tactics for re-launch of GSK's immune-oncology franchise, with pipeline products in cancer epigenetics, oncology cell therapy, and genetic medicine
- Conceived and wrote virtual-patient game to train oncology support staff on correct application of wearable device to minimize deployment failures
- Originated brand idea selected by AstraZeneca for US re-launch of MOVANTIK

Intel, Amgen, Kaiser Permanente, CDMi, Los Angeles, New York

Copy Supervisor, Senior Copywriter, Copywriter

2001 – 2018

- Wrote promotional copy and press releases for professional and consumer audiences

VOLUNTEER WORK

Rare Genomics Institute, Los Angeles

September 2017 – present

Director of Communications, Digital Copywriter

- Managed paid ad campaigns on digital platforms including Meta, Twitter, and Google Ads
- Wrote press releases to announce grants, partnerships, and patient engagement initiatives
- Revised social media content to boost donations by more than 350%
- Streamlined web content to improve patient UX and utilization by more than 180%

PUBLICATIONS

Newsletter for Rare Genomics Institute, Los Angeles

- "From the Field: The Role of Physiotherapists in Diagnosis of Neuromuscular Disease" 2023
- "Sometimes It's a Zebra" 2022

Edge Magazine, West Hollywood

- "Capitol Hill, Seattle: The Gay; The Grunge" 2002
- "Review: The Alienist by Caleb Carr" 2001

EDUCATION

Columbia University Teachers College, New York

- Master of Arts, Applied Linguistics 2015
- Certificate, Cross-Cultural Communications 2008

Harvard University, Cambridge, MA

- Bachelor of Arts, Comparative Literature