

George Hicks

848 9th Street #8, Santa Monica, CA 90403
geeohicks@gmail.com | 212 300 7944
portfolio: gehixrx.com | linkedin.com/in/gehix/

ACD-LEVEL HEALTHCARE COPYWRITER

- Passionate about helping people make the right decisions for their physical and mental health
- Proven ability to reach audiences including HCPs, consumers, payers, and other B2B stakeholders
- Skilled at writing healthcare information across platforms including digital, social, and press releases
- Expertise in proactive and responsive PR writing to support organizational branding and goals
- Committed to collaboratively building and contributing to inclusive culture

EMPLOYMENT

Triple Threat Communications

Paramus, NJ

Creative Director, Copywriter (Rare Disease, Nephrology, Cardiology)

January 2021 – November 2023

- Lead writer for two global accounts: Translarna, a 1st-in-class therapy for Duchenne Muscular Dystrophy, and Forxiga, launching new indications in Heart Failure and CKD for AstraZeneca
- Contributed to winning pitch for a long-acting non-hormonal IUD for Sebelo Pharmaceuticals
- Proposed digital app idea: CasePair, an AI-enabled diagnostic platform that continually seeks matches between genome maps of undiagnosed patients and the full catalogue of possible diagnoses
- Launched and maintained library on compliance and communication barriers in transgender, nonbinary and other LGBTQ+ people to improve access and address unmet needs

Wildtype Health

New York

VP, Associate Creative Director, Copywriter (Oncology)

May 2019 – January 2021

- Lead content creator for Keytruda, a humanized immune-oncology therapy with over 30 indications
- Worked with med-legal regulators to assure regulatory compliance across tactics
- Led transition to Q6W dosing for Keytruda in response to FDA directive to facilitate patient compliance through less frequent dosing during COVID lockdown of 2020 – 2021
- Transitioned all Keytruda messaging to digital at the start of COVID, including all tactics for 1st-ever all-virtual ASCO Congress

BGB Group

New York

Group Copy Supervisor (Oncology, Pain Management)

May 2018 – May 2019

- Wrote tactics for reboot of GSK's immune-oncology franchise for launch at ASCO 2019, with pipeline products in cancer epigenetics, oncology cell therapy, and genetic medicine
- Wrote gamified virtual-patient training module to support correct application of Neulasta Onpro, a wearable drug-delivery device, to help minimize deployment failures during chemotherapy
- Originated brand idea selected by AstraZeneca for US relaunch of Movantik

Fashion Institute of Technology, Parsons School of Design, Columbia Teachers College

New York

Adjunct Writing Instructor, Writing Tutor

June 2009 – December 2018

- Taught full schedule of for-credit college courses while earning Master of Arts
- Classes taught included: Promotional Writing and Strategy for Digital Media; Critical Reading and Writing; Principles of Business Communication; Professional Speech Communications

FCB Health

New York

Copy Supervisor

March 2006 – March 2009

- Served as lead writer for launch of Mircera for Roche Pharmaceuticals
- Contributed ideas to winning pitch for Yervoy for Bristol-Myers Squibb

Havas Health and You, LLNS, CDM

New York

Copy Supervisor, Senior Copywriter, Copywriter

2003 – 2006

Amgen

Thousand Oaks

Patient Health Education Copywriter (Contract)

2002 – 2003

Intel Corp

Thousand Oaks

Marketing Copywriter

2000 – 2002

Kaiser Permanente

Pasadena

Member Marketing Communications Copywriter (Contract)

1997 – 1999

George Hicks

848 9th Street #8, Santa Monica, CA 90403
geeohicks@gmail.com | 212 300 7944
portfolio: gehixrx.com | linkedin.com/in/gehix/

EDUCATION

- Columbia University Teachers College** New York
- Master of Arts, Applied Linguistics 2015
 - Certificate, Cross-Cultural Communications and Teaching English as a Second Language 2008
- Harvard University** Cambridge, MA
- Bachelor of Arts, Comparative Literature

VOLUNTEER WORK

- Rare Genomics Institute** Los Angeles
- Assistant Director of Communications, Digital Copywriter, Rare Disease* March 2020 – present
- 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%

CLIENTS, PRODUCTS, AND THERAPEUTIC CATEGORIES

Clients

PTC Therapeutics, AstraZeneca, Sebelo Pharmaceuticals, GSK Oncology, Tesaro, Merck, Amgen, Roche, Wyeth, Biogen, EMD Serono, Pfizer

Brands

Forxiga, Lokelma, Translarna, Keytruda, Neulasta, Sensipar, Enbrel, Aranesp, Kineret, Movantik, Zynquista, Mircera, Effexor XR, Exanta, Gonal-F, Arixtra, Argatroban, Promacta, Indiplon

Therapeutic Categories

Rare Disease, Oncology and Immune Oncology, Genetic Medicine, CNS, Parkinson's, Cardiology and Heart Failure, Hematology, Nephrology, Rheumatology, Febrile Neutropenia, Psychiatry, Epilepsy, Pain, Sleep, Constipation, Fertility, Women's Health, Pediatrics, Vaccines

PUBLICATIONS

- Newsletter for Rare Genomics Institute** Los Angeles
- "From the Field: The Role of Physiotherapists in the Diagnosis of Neuromuscular Disease" 2023
- "Alex and Caroline's Story" 2022
- Journal of Applied Linguistics, Teachers College, Columbia University** New York
- "Evidence for Pragmatic Disruption in Cross-Cultural Communication" 2015
- Edge Magazine** West Hollywood
- "Capitol Hill, Seattle: The Gay; The Grunge" 2002
- "Review: The Alienist by Caleb Carr" 2001

CERTIFICATES, AWARDS, & AFFILIATIONS

- Certificate of Continuous Service, Fashion Institute of Technology 2015
- Fellow, Rubin Museum Project for Integrating Arts into the Curriculum 2012
- Certificate, Multicultural Literacy 2008
- Member, Linguistics Society of America 2008 – present

SKILLS

- Adobe Creative Suite
- Social Media Analytics
- Google Analytics, Siteimprove
- Salesforce Customer 360
- Veeva Vault (annotating, tagging, linking)
- Adaptable at working across content management systems
- Highly proficient at analyzing and responding to performance metrics to course-correct
- UX literacy to write copy suited to each digital platform
- Creating content worth sharing in a crowded digital space
- Storytelling to support compliance
- Crafting content for unique relevance to audiences including HCPs, patients, consumers, and payers
- Visual literacy across digital formats