

# Denise Hergatt

614-806-6300, [LinkedIn Profile](#)

- Creative copywriter focused on **medical, technical, and pharmaceutical** work
- 20+ years of healthcare agency experience, including senior leadership
- Seeking hourly freelance or contract work
- HCP, consumer, payer, B2B, patient education materials, concepting
- Building brands that engage through storytelling
- Websites, ads, interactive visual aids, leave-behinds, social, creative campaigns, disease-state videos, convention booth creative, KOL speaker decks, advertorials, brand books, and more
- **Fast, smart, and team-focused content creator with deep experience**

## About

I love to write and to be the voice of a brand. I also have a nerdy passion for *Information Design*—taking what people want to say and repackaging it into brief, memorable, powerful messages and graphics that speak directly to the reader.

## Experience

### Freelance/Contract Writer

Jan 2015 - Present

Project-based writing from a fun, kind person with tons of creative medical writing experience.

- Quick study on highly technical topics
- Confident in researching; letter-perfect in references and annotations
- Experienced in FDA standards of fair balance and able to build creative communications that still meet all legal and regulatory limitations
- Knowledge of disease and treatment MOA in dozens of fields, including:  
**Oncology, neurology, diabetes, genetics, biosimilars, cardiology, immunology, OB/gyn, ED, nephrology, urology, imaging, bipolar, depression, ADHD, cold & flu, rare diseases, and more**

### VP, Science Creative Director

BioScience Communications—a division of the global communications giant, Edelman

Full-time, Feb 2022 - Feb 2023

- Managed multiple competing deadlines for international healthcare clients
- Created copy that seamlessly explains challenging topics, including immune disorders, T-cell activity, genetic sequencing, liver disease, viruses, oncology, and vaccinations
- Wrote copy that powerfully explains challenging health topics, targeting audiences that include pharmacists, nurses, doctors, specialists, surgeons, geneticists, payers, and patients

- Created innovative and memorable ways to show biological, chemical, and pharmaceutical processes
- Worked with and sometimes led a dynamic team of scientists, artists, writers, digital designers, and animators

### **Senior Copywriter**

Fingerprint

Full-time and freelance, Jan 2021 - Feb 2022

- Created content in a dedicated pharmaceutical marketing agency
- Responsible for a wide range of creative, technical, and medical communications
- Wrote pitch decks and shared in the development of new campaigns

### **Content Director**

GSW Worldwide Advertising

(Previous titles: Senior Copywriter, Group Copy Supervisor, Brand Voice Director)

Full-time, Jan 1998 - Jan 2015

- Wrote copy for the Botox Medical brands, encouraging physicians to learn new treatment techniques, to grow their trust, and to consider Botox as an irreplaceable tool for challenging conditions, including migraine, seizure disorders, and bladder incontinence
- Managed all content for 3 national and 2 global brands, including the multibillion-dollar franchise brand
- Provided 1,200 sales reps with materials that can change prescribing behavior in a 30-second sales call
- Handled creative concepting for print, multimedia, B2B, HCP, DTC
- Led client relations for all content and copywriting
- Managed message development and guided copy through market research
- Was selected by GSW to develop training curricula for writers, to guide process decisions, and to mentor interns
- Have managed multiple writers at a time as direct reports

### **Education**

The Ohio State University: BA in Journalism with an emphasis in advertising

Graduated with honors, 3.7 GPA

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Let me know what you need, and together we can decide if I'm a good fit.

**Best way to reach me is by text at  
614-806-6300**