

Jess Breen

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Strategic storyteller with a unique mix of experience, including multi-channel marketing for global healthcare companies, communications for national nonprofits, and a master's in public policy

Experience – Marketing

Senior Copywriter

2018 - 2021

Quest Diagnostics

Quest is the world's leading clinical laboratory. I managed copywriting for its in-house creative agency, serving a global client base across the company and targeting a wide range of audiences, including healthcare professionals, community health centers, and multicultural consumer segments. I also spent a year doubly serving as traffic manager (opening, assigning, tracking, and closing all projects).

- Writing, editing, and concepting: Served as strategic creative partner for multi-channel campaigns, web/email content, pitch decks, the annual corporate responsibility report, and more
- Presenting: Walked clients through creative; represented agency in department-wide meetings
- Brand management: Created Quest's brand manual and conducted training for 100+ colleagues
- Project management: Trafficked projects in Workamajig CMS; helped manage client relationships
- Advocacy: Founded and led Quest's first mental health awareness employee network

Senior Copywriter

2015 - 2016

Specialty Access International/The Dedham Group

SAI is a pharma ad agency in NYC specializing in managed markets for specialty drugs.

- Module on Triple Aim: Wrote guide on switch from fee-for-service to value-based payments
- DAKLINZA payer value proposition: Extensive copyediting; wrote sales implementation guide
- Johnson & Johnson oncology campaign: Creative concepts promoting brand as industry pioneer

Senior Copywriter

2013 - 2014

FCB Health

FCB Health is a pharma ad agency in NYC.

- Launched BI's lung brand: Concepted for print and digital ad campaigns, translated physician-focused messaging into a managed care value proposition; devised fun sales training games
- Rebranded ADCIRCA: Overhauled consumer/physician websites and iPad detail aid
- Pitched for DAAICHI SANKYO managed care website: Generated "winning" name for news portal

Copywriter

2012 - 2013

Entree Health/The CDM Group

Entrée Health is a pharma ad agency in NYC specializing in managed markets.

- Devised "winning" ad concept for ZYVOX patient support program: For journal publication

Experience – Nonprofit Communications

Media Writer

2016

People for the Ethical Treatment of Animals (PETA)

PETA is a global animal advocacy organization. I wrote pitches and press releases on tight deadlines.

Grant Writer

2014 - 2015

Defy Ventures

Defy Ventures is a national criminal justice organization. I secured grants, including \$500K from the Google Foundation.

Education

Master of Public Administration (M.P.A.) – Public Policy Analysis

Bachelor of Arts (B.A.) – Peace Studies

Certified Holistic Health Counselor