

CAT MATTÀ

Portfolio: <https://www.catmatta.com/> (Password: RxHCP25)
catmatta@gmail.com • www.linkedin.com/in/catherinematta
631-834-3694 • Brooklyn, New York 11232

GROUP COPY SUPERVISOR • COPY SUPERVISOR

Senior copy leader with 15+ years of experience driving end-to-end development of short- and long-form content for diverse clients, including 7+ years in both saturated and niche pharma markets.

- Differentiates competitive value of brands, mastering complex disease states and clinical data rapidly.
- Maximizes content clarity, consistency, and impact, fine-tuning tone of voice and amplifying core messages.
- Engages both HCP and DTC audiences, communicating on their levels to build rapport, authority, and trust.
- Writes and adapts quickly in all contexts, crafting copy for any medium such as digital, social, video, and print.
- Meets strict MLR requirements without diluting messaging, wordsmithing innovative and compliant solutions.
- Delivers high-volume of projects under strict deadlines, going above and beyond to exceed client expectations.

Pharma, Medical & Health Content • Copy Ideation & Leadership • Branded & Unbranded Projects • HCP • DTC
AMA • Style Guides • MLR Wordsmithing & Compliance • Referencing • Annotations • Veeva Linking & Anchoring
Cross-Functional & Client Collaboration • Team Mentoring & Management • High-Volume Project Management

FREELANCE, New York, NY • 2022 - Present

Group Copy & Editorial Supervisor (contract)

Provide 360° copy and/or editorial leadership in creative marketing/advertising pharma agency environments such as concepting, writing, editing, proofreading, fact-checking, and presenting myriad branded and unbranded projects targeting domestic and global healthcare professionals (HCP) and direct to consumer (DTC) audiences. Create, update, and streamline wide range of short- and long-form content including, but not limited to, websites, sales aids, emails, banners, print materials, salesforce training, and any other conversion, retention, or educational needs. Develop, document, and refine overall and brand-specific copy and editorial best practices and style guides.

Clients have included: AstraZeneca, Bausch Health, Bristol Myers Squibb, Merck, Pfizer, Sanofi, and Sarepta.

Select Achievements:

- Pioneered and led all aspects of copy and editorial functions for 1st internal creative agency at Bausch Health; single-handedly managed all day-to-day needs for 9 months as sole pharma/medical copywriter and editor.
- Crafted, expanded, and continually refined agency style guide detailing copy and editorial nuances of 13 brands within 4 business units (BUs) at Bausch Health.
- Advanced at CDM Princeton from US HCP brand team to include DTC and Global within 1st 3 months.
- Co-led all aspects of copy on agency side instrumental in new FDA label approval and relaunch to establish existing 2nd-line drug as 1st-line treatment.
- Garnered reputation as copy and editorial go-to, as well as for ingenuity in finding creative solutions aligning marketing/advertising goals with MLR/FDA requirements.

JELLYFISH / REVELATION (Revelation was acquired in 2021), New York, NY • 2020 - 2022

Senior Content Manager

Formulated and led execution of SEO-optimized content and copy strategies for large and small clients' websites (including blogs, landing pages, category landing pages, and FAQs), ecommerce product pages, social, and video with focus on pharma, medical, healthcare, and lifestyle content. Set omnichannel copy and editorial best practices. Compiled and translated MLR guardrails for teams. Ensured on-time, pristine delivery of content according to each client's SOW. Trained and mentored junior, mid-level, and senior writers and editors.

Select Achievements:

- Enabled winning of digital agency's 1st pharma accounts as only dual writer and editor with industry and MLR experience: J&J's Mylicon, Sanofi's Unisom and Allegra, and L'Oréal Paris' medically-focused CeraVe.
- Built subdepartment of creative team to scale influx of new pharma RFPs and SOWs, training multi-industry writers and editors on adhering to MLR guardrails, as well as MLR reasonings behind them.
- Achieved top search engine results page (SERP) positions for SEO-driven articles, including #1 rankings.
- Co-led Mylicon to achieve Amazon A+ standards, overseeing MLR-conscious copywriting and asset QA.
- Won 2 editorial peer-selected team awards: Most Organized and Grammar Master Award.

ALLERGAN (acquired by ABBVIE in 2020), New York, NY · 2018 - 2020

Senior Copy Editor & Fact-Checker — Spotlyte

Copiedited and fact-checked all articles on medical aesthetics and skincare for 1st-of-its-kind editorial blog venture in pharma industry: Spotlyte. Helped brainstorm, develop, and edit social concepts and copy for BOTOX Cosmetic and Juvederm. Coordinated directly with MLR reviewers to ensure factuality of all content and minimum risk. Acted as content mediator between MLR and editorial team developing win-win content and copy solutions. Served as go-to for editorial team on MLR guardrails, compliant language, and wordsmithing for MLR review and approval. Trained cross-functional colleagues, such as art/design, marketing, and social managers, on MLR best practices.

Select Achievements:

- Played key role in extraordinary growth and success of Spotlyte from ground up, which garnered 1.2M unique visitors and 2.7M page views in <2 years.
- Eliminated backlog of 80+ articles "stuck" in MLR review that had accumulated prior to hire, developing creative solutions that met strict MLR requirements while ensuring highest editorial integrity.
- Slashed average MLR review time from months to 1 to 3 days for Spotlyte, creating style guide including MLR guardrails; also helped reduce BOTOX Cosmetic and Juvederm social MLR review time from months to days.
- Instrumental in creating and conducting review of social media assets of major Allergan brands, BOTOX Cosmetic and Juvederm; BOTOX Cosmetic social later recognized as "Best-in-Class" industrywide.
- Awarded 4 Allergan corporate "Bold Applause" recognitions, including from Spotlyte founder/SVP and GM.

ADDITIONAL PROFESSIONAL HISTORY

FREELANCE, New York, NY · 2008 - Present

Senior Writer & Editor

- Saved digital agency from breach of major contract deadline to rebrand portion of North Shore LIJ Health System into Northwell Health; built and led team rewriting or copyediting previous writer's work in <1 month.
- Specialized in branded and unbranded pharma content as Copy Editor & Advisor for IV drug manufacturer American Regent (to date), and Senior Writer for Dotdash-owned site with 6M visitors/month, Verywell Family.
- Advanced as go-to writer and copy editor for highly sought-after indie music publicist in minimal time due to superior insight quickly gained into each client, quality of work, and impact on album sales and artists' images.
- Tapped as interim Executive Editor of award-winning small press publishing company, as well as consultant to non-fiction publisher specializing in mental health.

HUDSON'S BAY COMPANY (HBC), New York, NY · 2016 - 2018

Associate, Site Merchandising – Saks Fifth Avenue, Off 5th (contract)

- Increased monthly women's apparel demand from \$1.5M to \$3.4M, and monthly conversion from 1.07% to 1.51%, coordinating cross-functionally to continually optimize linking strategies, taxonomy, and UX.
- Contributed to multiple deep-dive and standardization projects across HBC banners (Hudson's Bay, Saks Fifth Avenue, O5, Lord & Taylor) including integration of Gilt into HBC Site Merchandising team.

VICTORIA'S SECRET, New York, NY · 2015 - 2016

Digital Content Coordinator (contract)

- Played active role in VS achieving most lucrative year in its history, managing digital content coordination for its 3 core categories: Bras, Panties, and Lingerie, in addition to Sport and Sales.

AVENTINE HEALTH SCIENCES / PAINWEEK, Montclair, NJ · 2015

Digital Content Producer (contract)

- Doubled web page views within 10 days, championing strategy to link new and existing content across multiple platforms; results instrumental in accelerating \$27.5M acquisition by global company.
- Played active role in outperforming RSVP expectations for regional weekend conferences and company's 1st international continuing medical education (CME) conference, revamping, writing, and deploying high-impact press releases via Vocus / PRWeb.

FREELANCE, New York, NY · 2008 - 2015
Multimedia Collaborator

- Built and continually expanded on relationships with numerous artists, designers, editors, gallery owners, producers, printers, and multidisciplinary supporters of fine art, alternative art, film, and music.
- Collaborated on development of editorial art pieces shown around world, including full and/or multiple page spreads in *The New York Times Magazine* (3 issues), *The New Yorker* (2 issues), and *Aperture* (1 issue).
- Worked 1:1 with former Warhol Superstar, cover girl, and eccentric tabloid sensation Ivy Nicholson to write literary “emotional non-fiction” narrative of her extraordinary riches-to-rags life.
- Provided hands-on support and face-to-face networking for principal artists at numerous fine art exhibitions in NYC, Woodstock, LA, Prague, and Berlin.

NOTE: Began honing talents for communicating with widely diverse groups and individuals as Clinical Assistant – Inpatient Psychiatry, SOUTHSIDE HOSPITAL, and Residential Habilitation Specialist, ST. CHRISTOPHER.

EDUCATION

BA in Psychology; minor in Sociology
(Cum Laude, Honor’s College & Dean’s List)
State University of New York at Stony Brook, Stony Brook, NY (GPA: 4.0)

SELECT THERAPEUTIC EXPERIENCE

Hematology • Oncology • Neurology • Gastroenterology • Dermatology
Women’s Health • Pediatrics • Periodontics • Dentistry
Medical Aesthetics • Medical Devices
Rare Diseases • Biopharma • Gene Editing

****Quick study in researching, understanding, interpreting, and accurately writing about complex medical and scientific data in new and diverse therapeutic areas****