

Kristine Ellis

HEALTHCARE STRATEGY + CREATIVE



AGENCY PRO AT YOUR SERVICE

Whether you need a strategist with the eye of a creative or a creative with a love of strategy, I'm your gal. After 20 years in the creative department, first as the sole copywriter at a start-up and eventually as the ECD at the largest healthcare advertising agency west of the Mississippi, I have expanded into strategy, growing my expertise every day by jumping in to help teams find the smartest way forward. When you're ready to get going, I'll be ready, too.

"Kristine is a trusted strategic partner who brings out-of-the-box strategic thinking from her creative past." SVP, Brand Strategy

EXPERIENCE

HEALTHCARE MARKETING CONSULTANT: 2020-PRESENT

- Strategic support for Biolumina, Publicis NY, Heartbeat, Broth, and RHMM
 - Brand positioning, brand narrative, creative briefs, competitive analyses, content audits, CRM, customer journeys, market research, tactical planning, websites, workshops
- Creative support for Linus Group, Pacific Communications, and agencies large and small
 - Copywriting, creative concepts, meeting themes, messaging platforms, objection handlers, social media, websites

EVP, EXECUTIVE CREATIVE DIRECTOR @ EVOKE GIANT: 2017-2020

- Led creative department of 45 people with love and respect
- Collaborated to define brand strategies and campaigns for new and existing business
- Defined agency criteria for positioning platforms and campaign concepts
- Restructured creative department to focus on integration & junior staff
- Refined department processes with operations, to enhance efficiency and financial rigor
- Initiated and sustained Creative U, an internal peer-to-peer learning program

SVP, CREATIVE DIRECTOR @ GIANT CREATIVE STRATEGY: 2015-2017

- Developed and presented strategic and creative recommendations to clients
- Built and mentored copy teams for several accounts
- Established creative department's Strategic Action Plan

VP, CREATIVE DIRECTOR; ASSOCIATE CREATIVE DIRECTOR; GROUP COPY SUPERVISOR @ GIANT CREATIVE STRATEGY: 2006-2014

MEDICAL WRITER, COPYWRITER @ VARIOUS COMPANIES: 1997-2006

CERTIFICATIONS

- Multidisciplinary Medical Communications, American Medical Writers Association
- Leadership and Management, UC Berkeley Extension

SKILLS

- Conceptual thinking, direction, and execution
- Open-minded, collaborative problem solving
- Clear and concise writing
- Compelling presentation skills and storytelling
- Leadership and team building centered around our shared humanity

BRANDS

I have helped to launch, relaunch, and grow numerous brands in the categories of aesthetics, cardiology, CNS, drug discovery, dermatology, diabetes, diagnostics, drug discovery, ENT, genomics, immunology, migraine, nutrition, oncology, pain management, psychiatry, pulmonology, and women's health.

- Abbott Laboratories: CentriMag, Clinical Nutritional Therapy, Corporate, Diabetes Care, HeartMate II, HeartMate 3
- Abbvie: Immunology Account Executives, Skyrizi, Rinvoq
- Abraxis BioScience: Abraxane
- Actelion Pharmaceuticals: Corporate, Tracleer, Valchlor, Ventavis, Zavesca
- Aimmune: Palforzia
- Allergan: Botox
- Allergan Aesthetics: Juvéderm, Kybella, Natrelle
- Amgen: Kyprolis, Neulasta, Neupogen, Vectibix
- Ansa Biotechnologies: Enzymatic DNA Synthesis
- ArthroCare ENT: Collation, Rapid Rhino
- AstraZeneca: Imfinzi, Tagrisso
- Astella Pharma: Prograf
- Atara: tab-cel
- BioMarin: Brineura, Naglazyme
- BOC Medical: Oxygen Supply System
- Calypte Biomedical: HIV Testing
- Coria (Valeant): Acanya, Refissa
- Depomed: Grailse, Lazanda
- Edwards Lifesciences: SAPIEN Transcatheter Heart Valves
- Fukuda Denshi: Imaging Technology
- Genentech: Activase, Cathflo, Commercial Biosimilars, NRMI, TNKase
- Genomic Health: Oncotype DX Breast Recurrence Score, Genomic Prostate Score
- Gilead Sciences: Ranexa
- GlaxoSmithKline: Avandaryl
- Healthcare Businesswomen's Association: Corporate
- Horizon Discovery: Corporate
- InterMune: Amphotec, Infergen
- Janssen: Erleada, Corporate
- Juno (BMS): Breyanzi
- NeurogesX: Neuropathic Pain Relief
- Medivation: Dimebon
- Myovant: Relugolix
- Novartis: Kisqali, Lutathera, Pluvicto, RLT Platform
- PDL BioPharma: IV Busulfex, Retavase
- Pfizer: Braftovi
- Realm Integrated Diagnostics: Corporate
- RHMM: Corporate
- Roche Molecular Diagnostics: Cobas HPV Test
- Rochester Medical: FemSoft
- Schering Plough: Caelyx, Eulexin, Fareston
- Schrödinger: Corporate
- Seattle Genetics: Adcetris, Tukysa
- Shire: Intuniv, Vyvanse
- Stemline: Orserdu
- Thermage: ThermaCool TC System
- Vestara: Medical Waste Management