

ERIC ZERBE

(302) 354-9397

ezwriter68@gmail.com

ericzerbe.com

Award-winning creative director, copywriter, and conceptual thinker.

Results-driven content in various industries and media.

12+ years of healthcare/pharmaceutical experience.

EXPERIENCE

EZ Writer: Concepts & Copy, Wilmington, DE

Owner, May 2018 — Present.

Senior-level freelance copywriting, concepts, and creative direction for major industries and niche markets.

Specialties:

- Financial Services
- Pharmaceutical
- Healthcare
- Nonprofit
- Addiction Recovery
- Home Security
- Nutrition

Campaigns:

- Acquisition
- Retention
- Branding
- Collateral
- Multi-Channel
- Referral
- Recruitment
- eLearning
- Signage
- Blog

Media: Mail, Print, Web, Email, Display, TV, Radio

Quattro, Berwyn, PA

Creative Director, September 2014 — April 2018.

Responsible for leading creative teams in development and execution of client campaigns across all services, from inception to execution and refinement.

Four direct reports.

- Confirmed projects and campaigns adhered to creative objectives, brand, process, schedule, and budget.
- Lead presentations of creative to clients.
- Oversaw resource allocation for Copy department to ensure everyone was busy and billable.
- 2015 Employee of the Year.

Trellist Marketing and Technology, Wilmington, DE

Copy Lead, March 2012 — June 2014.

Idea generation, copy development, copy lead, and content architecture for pharmaceutical, healthcare, financial, nutrition, and flooring industries.

- Supervised projects and campaigns to confirm adherence to creative objectives, brand, process, schedule, and budget.
- Developed project and program strategies with other discipline leads.

Harte-Hanks, Yardley, PA

Copy Supervisor, February 2010 — February 2012.

- Developed concepts, wrote copy, and supervised copy quality and accuracy for pharmaceutical and healthcare communications.
- Supervised and mentored copywriters in terms of agency procedures and execution of creative. Three direct reports.

Razorfish Health, Philadelphia, PA

Senior Copywriter, August 2005 — January 2010.

- Created concepts and wrote copy for pharmaceutical, medical, retail, airline, and education industries.
- Created and presented workshops for employees and clients.

Euro RSCG 4D (fmr. Devon Direct), Berwyn, PA

Senior Copywriter, June 1998 — July 2005.

AWARDS

PhillyDMA Benjamin Franklin Award (6) – *Best in Show 2017*

Silver ADDY Award

DTC National Ad Award (2)

Rx Club Award (5)

Internet Advertising Competition Award (2)

PhAME Award

Webby Award Honoree

Medical Marketing & Media (MM&M) Award Finalist

EDUCATION

Bachelor of Arts, Lycoming College (English/Marketing)

PROFESSIONAL

Former Creative Council Chairman, PhillyDMA

Certification: Email Marketing – HubSpot Academy

Course: HIPAA Awareness for Healthcare Providers

References available upon request.