



ALAN CHALFIN: GROUP COPY SUPERVISOR / DTP & DTC / RARE DISEASE

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ACCOMPLISHED AND AWARD-WINNING PHARMACEUTICAL COPYWRITER TO CREATIVE DIRECTOR WITH 12 YEARS' EXPERIENCE ACROSS DOZENS OF THERAPEUTIC CATEGORIES.

- HELPED RAISE THE COMMUNITY IMMUNITY LEVEL FOR COVID-19 SIGNIFICANTLY.
- PART OF TEAM BAYER THAT HELPED KERENDIA SURPASS 90,000 PRESCRIPTIONS WRITTEN IN ITS FIRST YEAR OF EXISTENCE.
- CREATIVE LEAD IN PROVENGE'S REDUCING THE DEATH RISK FROM PROSTATE CANCER BY 22.5%.

Therapeutic Experience: Oncology (small cell -lung cancer, prostate cancer, chemo-combination therapies, B-cell therapy) • Chronic Kidney Disease • Biologics • Anticholinergics • Anticoagulants • Antibiotics • ACE inhibitors • Diabetes • Antipsychotics • MS Therapies • Cyclopyrrolones / Sleep • PPIs/Heartburn • Rheumatologies • Biotech • Medical Devices

Rare Disease Experience: Work was done on **Genasense**, as a combo therapy to help chemotherapy work more efficiently. Also indicated to help fight **Lupus (a rare disease)**. Patient education materials were created for **Zenpep**, which treated exocrine pancreatic insufficiency due to **Cystic Fibrosis (a rare disease)**. Concepts were created and pitched for **Adderall XR** aimed at HCPs for children with ADHD. Pages of content were created for a site for **Deflux Injections** dedicated to young girls suffering from Urinary reflux. Which is used when there is a faulty valve that connects the ureter and the bladder.

CREATIVE AWARDS – Clio Award, One Show Award, Andy Award, Effie Award, NY Festival International Awards, and a Manny Award (Pharma award).

SPECIAL PROJECTS

COVID-19 Experience: Worked on Comirnaty for Pfizer with the Marvel campaign. Supervised worked on Veklury (remdesivir), the only FDA-approved therapy for hospitalized patients.

Kerendia (finerenone): Supervised work going to HCPs on this chronic kidney disease, specifically treating patients with type 2 diabetes. The combination of conditions can lead to kidney damage, heart attack, and cardiovascular death. Yet, 9-11 million people walk around with chronic kidney disease and don't even know it!

Oncology Experience:

Provenge: Created a 2-prong effort that emphasized immunotherapy for prostate cancer. First, an electronic detail aid, an unbranded version, to explain immunotherapy to the HCPs and oncologists about how it helps the body protect itself. Then, the branded version educated the doctors on how and when the drug worked best in the disease state. **Genasense** by Genta was the other oncology effort. It was a dual therapy to work alongside chemotherapy to improve treatment outcomes. Based on the interaction with the B cell.

Zepzelca: Indicated for Small Cell Lung Cancer to fight the disease progression after platinum-based chemotherapy has failed. Created a campaign for Lung Cancer Awareness Month to raise awareness of Small Cell Lung Cancer, the most aggressive lung cancer. The goal was to educate patients and caregivers about the facts and the myths by driving people to their site, "nothingsmallaboutit.com." Traffic to the site rose 30%.

Central Nervous System Experience: Led a successful pitch for Laquinimod, a Teva MS drug. It is the first oral treatment that reduces the progression of the disease. Was involved in fleshing out campaigns for both Avonex and Rebif. Both injectable medicines (interferon beta-1a) used to treat relapsing-remitting multiple sclerosis (RRMS) symptoms.

DTC Healthcare Experience:

Claritin: He worked on a Spring allergy TV campaign, making Claritin the Official Allergy Medicine of Major League Baseball. **Humira:** He created expandable Banner ads, focusing on the patients' love of not having to see their psoriasis. **Relpax:** He worked on TV ideas that empathized with migraine sufferers—pointing out that they truly had a disease and not just a bad headache. **Paxil:** He wrote TV commercials going to patients for this anti-depression, social anxiety drug, encouraging them to seek help and that they were not alone. **Levitra:** Created a TV campaign emphasizing such a positive outcome to ED that one's imagination would simply run wild with anticipation.

Digital Experience: Includes writing for websites, landing pages, banner ads, website videos, explainer tools for software, direct response vehicles, convention booth displays, and social marketing, including Facebook, Twitter, etc.

ChatGPT Knowledge: I am becoming proficient in using ChatGPT to leverage pharmaceutical knowledge in creating accurate, impactful, and compelling copy that communicates brand messages to the targeted HCPs and their patients in the highly regulated and specialized field of pharmaceuticals.

Other Skills: Excelling in supervising/mentoring other creatives, inspires and keeps them on track • Versed in SEO • Excellent client skills, and can pitch presentations well • Understands the need for health literacy/medical accuracy, plus FDA regulations. • Skillful in MS Office/PowerPoint, Acrobat, and other PMS software

EMPLOYMENT HISTORY

COPY SUPERVISOR HAVAS: APRIL 2022-PRESENT

Therapeutic Experience: Immunology

Helped develop campaigns to boost awareness/immunization in young adults and children for COVID-19 and variants.

- Created partnership with Pfizer and Marvel Comics.
- Reached audience via HCPs-GPs and Pediatrics.
- Goal: make participants feel like superheroes for protecting themselves and their loved ones.

COPY SUPERVISOR OLIVER: MARCH 2021-2022

Therapeutic Experience: MRAs

Supported the Kerendia campaign and helped it to become the leading therapy for chronic kidney disease with type 2 diabetes. Because about 11 million people walk around with chronic kidney disease every year, the urgent need for doctors to treat those patients is prominent.

- Writing of emails to doctors and reps
- The creation of informative interactive vis-aids
- Goal: To HCPs to test their patients and treat those with high creatinine levels in their blood.

RESULTS: In its first year of existence, there were over 90,000 prescriptions written for Kerendia.

COPY SUPERVISOR HARRISON AND STAR: MAY 2019-2021

Therapeutic Experience: Immunology, Oncology

Fortified the Veklury campaign, the only FDA-approved therapy for hospitalized COVID-19 patients.

- Revamped websites, dosing cards, and digital banner ads
- Targeting HCPs and all hospital staff that would encounter those patients
- Results: Veklury became the name known for keeping severe COVID-19 patients alive

Created an awareness campaign for Zepzelca, which slows the progression of small-cell lung cancer.

- For Lung Cancer Awareness Month helped Jazz Pharma raise awareness for Zepzelca.
- Created a Journal ad directed at HCPs and Oncologists to drive them to their site.

- With the theme – Life should take your breath away. Not small cell lung cancer...
- Results: their site "nothingsmallaboutit.com" received almost a thousand hits.

COPY SUPERVISOR FCB-CURE: SEPTEMBER 2017-MARCH 2019

Therapeutic Experience: Corneal/Ocular, MS, Erectile Dysfunction

Supervised the organizing and writing of a vast brand book of the agency's largest account, ACUVUE.

- This included seven different sub brands – defined by helping various sight issues.

Wrote creative for a successful pitch for Teva's new MS drug, Laquinimod.

Worked on the first introductory ideas for Levitra (for ED).

ACD COPY SUPERVISOR AC COMMUNICATIONS: SEPTEMBER 2015-2017

Therapeutic Experience: Biologic/Rheumatology, Oncology, Antipsychotics

Provided ACD-level writing & supervising at the following ad agencies: MKG, Grey Healthcare, Trajectory4brands, Epsilon, and Regan Campbell Ward. Where work was done for the following brands: Cosentyx (psoriasis), Xiidra (dry eyes), Yosprala (aspirin & PPI), Provenge (prostate cancer), Seroquel XR (Antipsychotics), and Reading Health System.

CREATIVE DIRECTOR/COPYWRITER BLOCK & DECORSO: MAY 2007- 2015

Non-Therapeutic Experience: Packaged Goods / Financial Services

Raised the creative bar at this B2B and B2C agency, where work was done for Pompeian Olive Oil, Lotito Imported Foods, Barilla Pasta, Boiling Springs Bank, Blau & Blau Tax Assessors, and Medaglia D'Oro.

COPY SUPERVISOR JUMP START ADVERTISING: 2004-2007

Therapeutic Experience: Oncology, Oral Contraceptives, Anticoagulants, Antimigraine, MS, Asthma,

Helped create innovative approaches for brands like Genasense (dual therapy with chemo), Seasonale (oral contraceptive), Plavix (blood thinner), Relpax (migraine), Avonex (MS), and Singulair (asthma).

ASSOCIATE CREATIVE DIRECTOR/ART ADIENT-(OGILVY/COMMON HEALTH): 2002-2004

Therapeutic Experience: Anticoagulants, Narcolepsy

Helped to hire the creative team of Art Directors and Copywriters and led the effort to launch the first blood thinners that didn't need INR lab testing (Exanta). It was launched internationally and domestically. In addition, I helped pitch and win Provigil (for narcolepsy).

ASSOCIATE CREATIVE DIRECTOR/ART EURO RSCG-LIFE: 1999-2002

Therapeutic Experience: Immunology, Anorectic anti-obesity, Anticholinergic, Antibiotic, Antibiotic

Supervised all work for Merck Vaccines. That includes Pro-Quad and other indications for Merck. I also introduced Rimonabant (obesity), and worked on Ditropan XL (over-active bladder), Tequin (antibiotic), Effexor (anti-depressant), and Micardis (anti-hypertensive).

LECTURING & TEACHING: Lectured at CCNY on the evolution of advertising and its effects on the internet and social media. I Taught essential advertising copywriting at the School of Visual Arts and Bergen Community College (all after-hour programs).

Education: Pratt Institute, BA