



# Ethan Kleinberg

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516-581-7702

## **21Grams Associate Creative Director**

Copy lead for Amneal Pharmaceutical brands, both DTC/HCP, branded and unbranded, which includes launching a new product in the Parkinson's disease space

## **21Grams Group Copy Supervisor**

Created a new unbranded campaign as the copy lead for the Pfizer Hemophilia US/Global teams  
Led a launch product which included a campaign shoot, 2 new websites, journal ads, MOA videos, and more  
Was a member of the recent new business pitches presentation team for Pfizer and Jazz Pharmaceuticals

## **21Grams Copy Supervisor**

Crafted 2 new campaigns for the Jakafi HCP team, which included projects such as 2 new websites and an HCP video series.  
Assisted on the Rytary HCP team and Apellis branded teams after my concepts helped win business

## **Grey Group Senior Copywriter**

Wrote brochures, congress booths, and SOA tactics for the Verzenio DTC global and US teams  
Assisted on teams such as: Taltz, Xalkori, UMPC hospital, and Verzenio DTC

## **CDM Group Copywriter / Senior Copywriter**

Wrote short-form and long-form, digital, scripts, while also evolving a campaign for the Lyrica team  
Assisted on teams such as: Johnson & Johnson, Lipitor, Ninlaro, Tena, Embeda and Synthroid

## **Catch-NYC Freelance Copywriter**

Wrote print, digital, and long-form brochures for John Guest Plumbing and Curacao Tourism  
Helped create a print campaign for Curacao Tourism that was feature on Adweek.com

## **BBDO Copywriting Intern**

Executed print, TV, and social ads for Mountain Dew, Lactaid Milk, Visa, and Band-aid  
Visa campaign that aired throughout the 2016 Summer Olympics  
Helped developed the Band Aid TV campaign coined "Cover and Protect"

**Syracuse University** SI Newhouse School of Public Communications  
**Syracuse University** Martin J Whitman School of Management  
**Miami Ad School** Creative Director Program certification