

Art Steinmark

Copywriter & Consultant

P.O. Box 226
New Hope, PA 18938

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www.newhopeadvertising.com

Account Experience

Page 2: Pharma and Healthcare

Page 3: B2B and Consumer

Summary of Experience and Capabilities

Currently handling freelance and extended onsite agency assignments

- A highly versatile, experienced and capable copywriter
- Conceptual thinker and team player
- Can lead and direct projects of any size
- Deep experience with advertising, websites, print collateral, PowerPoint and e-presentations, DM, PR, feature articles, newsletters
- Additional experience: Radio and video, business plans, grant proposals, museum exhibits, book-length projects, other formats
- Software: MS Office (Word / PowerPoint / Excel); Acrobat Pro, including interactive forms; text editing/formatting in Quark Xpress, InDesign, HTML/online documents, WordPress; basic Photoshop, etc.

Dana Communications

Copywriter / Account Supervisor

- A full-service advertising agency
- Handled copywriting, strategic planning, budgeting and client service for B2B and public sector accounts
- **Highlight:** Promoted to account supervisor after winning, directing and managing P/L for several major pieces of business

Aydin Corporation, Vector Division

Advertising Manager

- Aerospace electronics
- Responsible for all marketing communications planning and creative services
- Implemented advertising and public relations activities, and supervised staff to produce, print and maintain product-line catalogs
- **Highlights:** Developed all new sales literature for RF and digital product groups; published and promoted an acclaimed guide to a new military standard for data communications

National Mine Service Company

Technical Writer and Program Manager

- Underground coal mining equipment
- Wrote and produced user manuals for lighting systems and hand-held atmospheric monitoring instruments
- Supervised program certifying lighting systems compliance with federal MSHA regulations
- **Highlight:** Extensive travel, government liaison and customer contact for on-site system design, evaluation and documentation

Education

- Master's Degree (English Literature). Trenton State College, Trenton, NJ
- Bachelor's Degree (English). Ohio University, Athens, Ohio
- Technical Certification. Institute of Audio Research, New York City

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Pharmaceutical and Healthcare-Related Experience

For MRM Worldwide

- Sprycel (Bristol-Myers Squibb PH+ Chronic Myeloid Leukemia drug) — Patient support website, branded emails, out-bound call scripts, doctor discussion guide, patient “Welcome” kit
- Lunesta — Banner ads aligned with TV campaign

For Euro RSCG Life Catapult

- Gleevec and Tasigna (Novartis PH+ Chronic Myeloid Leukemia drugs) — Virtual greeter scripts, “patient navigator” content, nurse discussion guide

For Healthstar Communications

- Medco Special Care Pharmacy — Detail aids, physician letters, outbound call scripts, office POS, pocket folder, flashcards, condition brochures (RA, HCV, MS, GHD)
- Nabi PhosLo — Patient education flip chart, brochure and tear-pad
- Barr Generics — Product advertising
- Cenestin — Promotional game concepts and copy; rep implementation guide

For various agencies or direct

- McNeil Labs — Line extension and new product concepts developed during an intensive onsite ideation experience
- Diagnostics Direct — DTP mailers for in-office FOB and syphilis test kits
- Children’s Specialized Hospital — Tradeshow display
- St. Francis Medical Center — :30 radio spot re centers of care
- Princeton Medical Center — Series of PR articles
- St. Peter’s Medical Center — Book commemorating 100th anniversary
- Healthcare Providers Direct — Packaging and PI for home FOB test; conceptual work on HCP and patient materials for an in-office Chlamydia test
- HDI/Diascan Partner — Direct mail package for a new audio blood glucose meter
- Novo Nordisk — DTC promotion for prefilled syringes
- Triaminic — POS for OTC cough medicines/expectorants
- API Analytab — Unicept Testing System and other testing products
- Charles River Biotechnical — Monoclonal antibody contract production
- Oxford Pipette Systems — Repetitive syringe dispensers
- TSO3 Sterizone — Sales literature and advertising for hospital sterilizers
- PDI Inc. — Advertising, PR, case studies, websites and collateral for contract pharmaceutical sales teams
- Pharmagistics — Advertising and web copy for pharmaceutical marketing logistics and compliance services
- U.S. Healthcare — Package for a back and spine treatment video

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B2B and Consumer Account Experience (partial list)

- Aetna IntelliHealth.com — Online consumer healthcare information
- Alpha Associates — Industrial fabrics and composites
- American Cyanamid — Agricultural and pest-control chemicals
- The Bank of Princeton — Commercial lending
- Beneficial Credit Corporation — Consumer finance
- C-MAG — High-capacity magazines for military and police forces
- Dow Jones — Online financial information service
- Duro-Test Lighting — Specialty lamps
- Fischer & Porter — Process-control instrumentation
- Fuji Electric — Process-control instrumentation
- Hovnanian Companies — Residential developer
- Julian Krinsky Camps & Programs — Sports and academic summer camps
- Keystone Wood Products Association — Industry association
- Lenox China — Fine china and gifts
- Lieberman Research Group — Market research
- Marketing Analysts Inc. — Market research
- National Drying Machinery — Manufacturing equipment
- Monitor Products (formerly Kerosun) — Home heating appliances\
- Neapco — Automotive drivelines
- Niagara Conservation Corp. — Home products direct marketer
- PDI Inc. — Pharmaceutical contract sales teams
- Pennock Floral — Wholesale flowers and supplies
- Pharmagistics — Pharmaceutical sampling, logistics and compliance
- Philips Electronics — Commercial/industrial lighting
- Reed Elsevier / Reed Technology and Information Services — Electronic publishing solutions
- Simkar Corporation — Commercial/industrial and residential lighting fixtures
- State of New Jersey — Public service campaigns for higher education, crime prevention and recycling
- Steel Craft Industries — Metal fabrication for the lighting industry
- Tempo Technologies — Synthetic industrial diamonds
- Total Research Corporation — Market research
- Verizon Communications — Joint committee administering EAP benefits
- Westinghouse Lighting Solutions — Commercial lighting systems
- YMCA of the Upper Main Line — Capital campaign