

John Shanley

Creative Director and Strategic Content Developer

who thrives on inspiring teammates, engaging audiences, and bringing ideas to life.

EXPERIENCE

CREATIVE DIRECTOR, COPY: BNO INC.

OCT 2020 – APR 2024 | Philadelphia/Tampa/Somerville, NJ

- Established employer brand strategy and tactics for Bristol Myers Squibb, overseeing and creating content for Career Stories blogs, influencer campaigns and social media, BMS business unit sell sheets including cell therapy, drug development, global manufacturing et.al.
- Working in parallel with 140, Verizon's in-house agency, BNO established and relaunched a new employer brand, including a hiring campaign.

CREATIVE DIRECTOR, COPY: IMAGINATE LLC

OCT 2016 – OCT 2020 | Wayne, PA

- AoR for Country Life vitamins and supplements, Biochem Whey Protein, and Desert Essence health and wellness including Country Life rebrand, e-com launch, and all marketing materials, product videos, and social media.

CREATIVE DIRECTOR, COPY: NETPLUS

MAY 2007 – AUG 2016 | Philadelphia

- Revitalized Airborne Immune Support brand and target via social and broadcast, increasing brand engagement ten-fold while decreasing media spend by 20%.
- Designed gaming element to maximize investment and engagement for Red Bull's Stratos Project.
- Developed interactive POS touch screen kiosk to replace paint swatch walls in Lowe's retail locations.
- Boosted agency's creative revenue from 25% to 75% of bottom line in four years.

SR. COPYWRITER/ACD: MARC USA

SEP 2002 – APR 2007 | Pittsburgh

- In partnership with UPMC, responsible for all creative regional marketing across all media.
- AoR for Rite Aid Pharmacy, on team responsible for all creative campaigns including POS, broadcast, OOH, and employer branding recruiting and training materials.
- AoR for Pittsburgh Pirates, responsible for all team promotion.

STRENGTHS

- ✓ Leadership through example
- ✓ Boundless imagination
- ✓ Mentoring and team builder
- ✓ Client empathy

PROUD OF

👤 Former interns & junior staffers

Who have successfully made their way in this business

👍 100% retention

For my teammates during 5 year period at Netplus

★ Pro-bono work

For Make-A-Wish and Epilepsy Foundation

M A N T R A

*If you think people
are dumb, you'll spend
a lifetime doing dumb work.*

-George Lois

EDUCATION

Boston University

M.A. in Creative Writing/
Associate Professor

Metropolitan University of Denver

B.A. in English

John Shanley

Strategic Content Developer

Long, Mid, and Short-Form Copywriting

HEALTH AND WELLNESS, MEDICAL DEVICE & PHARMA EXPERIENCE

Airborne Immune Support Supplements

Revitalized Airborne Immune Support brand and target via social media and broadcast content development.

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Bristol Myers Squibb

Global employer brand strategy development; responsible for all employer brand content including career stories blog, social media, print, digital, and video and broadcast talent acquisition content, career trade shows, internal and external email campaigns, business unit sell sheets.

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Country Life Vitamins

AoR for all brand and product strategy and content development including new product launches, social media and influencer campaigns, all trade show materials for over 600 SKUs.

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Edwards Intuity Elite valve system

Developed interactive tool for HCPs and CMO/COOs that could illustrate actual cost savings across health systems using real and current data were the valve system incorporated among that system's population.

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Egalet brand Oxaydo

Responsible for all content development for the first and only formulation of immediate-release oxycodone that discourages abuse via snorting.

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Independence Blue Cross Greater Philadelphia

Promoted sponsored events (e.g. Broad Street Run), seasonal, holiday, and business-related wellness healthcare fairs, forums, and campaigns.

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Microline Surgical Renew 5

Branding, launch and promotional materials for the next-gen, high-quality, cost-effective laparoscopic instrumentation solution.

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Pharming Company brands

Ruconest (hereditary angioedema) and Joenja (activated PI3K delta syndrome) – Responsible for all web, brochureware, strategy and campaigns for patients and HCPs.

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Schiff Nutrition

Repositioned and updated Schiff visual and copy brand strategy to inform new website, packaging and POP displays.

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Strand Life Sciences

Consolidating five regional websites into one global presence and brand for a precision medicine and genomic software that helps clinicians in over 2,000 laboratories and 100 hospitals identify and develop effective, individually-targeted therapies.

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UPMC Healthcare

Involved in all aspects of marketing and promotion while working for UPMC's agency of record.

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