

MICHELLE COHLAN

PHARMACEUTICAL COPYWRITER

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WHERE I EXCEL

- Creative leadership
- Brand strategy
- Concepting
- Branded & unbranded campaigns
- Message development
- Print & digital
- Convention experiences
- User experiences
- Client love
- Team love

WHAT I KNOW

- Oncology
- Neurology
- Cardiology
- Gastroenterology
- Hematology
- Women's health
- Vaccines
- Rare disease
- ADHD
- Medical devices
- Corporate communications

WHO I AM

I'm a bold creative leader with big ideas. My 20+ years of experience guiding teams, partnering with clients, and translating science and strategy into market-moving copy has resulted in highly conceptual work that spans audiences, channels, and therapeutic categories.

WHERE I'VE BEEN. WHAT I'VE DONE.

Wildtype

Freelance Copywriter

DEC 2025 — PRESENT

- Serve as creative lead for the ovarian and cervical cancer indications of a blockbuster oncology brand, helping to drive one of the organization's highest-performing Collaborative Agile Teams (CAT)
- Partner with art and clients in a pod-based model to rapidly and efficiently execute high-quality creative

Remedy Edge

VP, Group Copy Supervisor

AUG 2022 — NOV 2025

- Served as lead copywriter for a \$6.5 million account spanning multiple indications, workstreams, and writer teams
- Drove year-over-year brand growth by developing and overseeing hundreds of branded and unbranded tactics grounded in market research and landscape insights, including the winning campaign concept, all reflecting the highest creative and strategic caliber.
- Built meaningful client and peer relationships by functioning as a role model, adept problem solver, and critical strategic partner

VP, Copy Lead

FEB 2021 — AUG 2022

- Served as lead copywriter for an oncology drug, developing concepts, message platforms, convention experiences, website content, and detail aids, while providing creative direction and mentorship to junior copywriters
- Played a key role in advancing the brand's strategic objective of moving the treatment earlier in the treatment paradigm

Freelance Copywriter

JAN 2020 — JAN 2021

- Developed day-to-day projects supporting a hemophilia drug

VP, Copy Supervisor

JAN 2016 — DEC 2019

- Served as lead copywriter for the global launch of a rare bile duct cancer, developing messaging, training materials, website content, and sales aids
- Played a key conceptual and message-development role in the launch of a treatment for a rare pediatric neuromuscular disease
- Served as copywriter supervising junior copywriters for a weight-loss device and an ADHD therapy, both launching in highly competitive markets
- Developed "The Value of Innovation," a global corporate communications campaign designed to increase the biotech industry's share of voice in the media
- Primed the market for the first non-antipsychotic treatment for agitation in Alzheimer's, creating a powerful unbranded campaign, educational HCP and caregiver materials, and interactive convention experiences

Copy Supervisor

JAN 2013 — DEC 2015

- Served as lead copywriter supervising a team of freelance and junior copywriters and interns for critical treatments in women's health—an infertility drug, a non-hormonal IUD, and the first non-hormonal menopause therapy
- Developed the name and creative for "Compassionate Corps," a financial support program for veterans facing service-related infertility

Senior Copywriter

FEB 2011 — JAN 2013

- Served as lead copywriter for the launch of a menopausal estrogen therapy; developed the campaign concept, positioning, message platform, and patient support program and associated newsletters

Corbett Accel Healthcare Group

Copywriter

JUL 2009 — FEB 2011

- Created market-moving concepts and copy for a pediatric vaccine portfolio

Junior Copywriter

APR 2008 — JUL 2009

- Generated highly conceptual content for a broad range of projects including convention booths, waiting- and exam-room posters, and relaunch concepts

Client Service Manager

JUN 2007 — APR 2008

- Served as team coordinator for project development during launch and nonlaunch phases

WHERE I WENT TO SCHOOL

Brandeis University, Waltham, MA

Bachelor of Arts in Psychology, Business, and Journalism