

# Rena Prizant

Creative Director | Writer | Mammal

[www.renaprizant.com](http://www.renaprizant.com)

[rena@renaprizant.com](mailto:rena@renaprizant.com)

773.814.2194

## experience

### CONTINUUM CLINICAL | BLUE CHIP MARKETING WORLDWIDE

- Associate Creative Director, Copy, 2022-Present
- Senior Copywriter, 2016-2022

Conceptualize and develop engaging creative healthcare campaigns across a wide range of therapeutic areas. Oversee and develop a team of Copywriters in the execution of Creative work. Lead presentations and sell in creative work internally and externally. Transform technical, scientific information into engaging, digestible messaging.

**Brands:** *AbbVie, Pfizer, McCormick, Merck, Ortega, Sage Therapeutics, Blue Bunny, Pirate's Booty, Biogen*

### BRAND360° DESIGN

- Associate Creative Director (Copy), 2014-2016

Managed team in developing digital and direct mail campaigns, quantifiably improving lead generation and market share.

**Brands:** *USPS, Jostens, Isle of Capri Casinos, RICOH Pentax, Baxter Credit Union (BCU), AccuQuest, School Annual*

### FUSION92

- Copywriter, 2013-2014

**Brands:** *Fiserv, Crunchmaster, H&R Block, EFT Source, Buddig, Belgravia, Flexera, PACK Pharmaceuticals, Midtronics*

### TRUE VALUE COMPANY

- Web Copywriter, 2012-2013

**Brands:** *True Value, Weber*

### DAVID JAMES GROUP

- Copywriter, 2010

**Brands:** *Navman Wireless, Society of Women Engineers, Corn Products, Society of Biomolecular Engineers*

## education

Northwestern University, Chicago, IL

Post-Baccalaureate; *Portfolio School*

DePaul University, Chicago, IL

B.S. in Marketing; *Advertising Concentration*

## recognition

AAF Judge

BMA Gold Tower

W<sup>3</sup> Gold

## additional perks

15 yrs. professional acting | Friendly (*almost always*) | Funny (*on occasion*)  
Conceptual thinker | Trained in improv | Client-facing | Ideator |  
Strategic | Left-handed (98%) | Fluent in Russian (*and English*)

## freelance

Edelman

Havas

Avenue

Merkle

Movéo

Jacobs & Clevenger

Renaissance Creative

Digital Bridge

Taproot

Norton

Killian

## additional brands

### Healthcare

Eli Lilly

Akebia

Biogen

Bayer

ICON

Walgreens

### Financial

Chase

GEICO

Discover

Fifth Third Bank

### CPG

Borden

Wilton

Lawry's

Lemonheads

Old Wisconsin

TH Foods

Davidson's

### Automotive

Lexus

Navteq

Navman Wireless

### Technology

Motorola

### Beauty/Retail

Sears | Kmart

Air Optix Aqua

DAILIES Contact Lenses

### Education

Colorado Tech University

Habitat

### Luxury

Vi | Hyatt Classic Residence