

Lynette Chiang @galfromdownunda

Copy | Content | Community

Contact

email: galfromdownunder@gmail.com | mobile: 541-513-7711

website: www.galfromdownunder.com

work: www.galfromdownunder.com/portfolio

Confidential pharma copywriting portfolio PDF available on request

In short

Versatile copywriter, digital content creator and community manager with a decade of global experience in agency and client side marketing. Past roles include:

- Award-winning copywriter for **Saatchi & Saatchi Advertising** in 3 countries, currently a full-time senior copywriter at a pharmaceutical ad agency
- Chief storyteller and brand evangelist for 25,000 customers at **Green Gear Cycling**, maker of the world's leading travel bicycle, Bike Friday
- Online community manager for a 4000-member research panel at **Ipsos SIX**
- Background in **IT** as a database information architect and applications developer

Achievements

- Winner of a **Cannes Lion** and several top Australian advertising awards; in the **British Design & Art Director's Club** book
- "Nodding Dog" featured on American's Funniest TV ads
- Author of **The Handsomest Man in Cuba**, a New York Times reviewed memoir about cycling solo across Cuba
- Shot and edited three DVD adventure documentaries, see galfromdownunder.com/store
- Named a **Forbes.com Rugged Individualist**

Education

Australian National University

BSc in Computer Science, with a database design speciality

Australian Writers and Art Directors School

National Winner: advertising industry copywriting school

Blogging and Social Media

Writer, videoblogger and social media sharer on diverse topics for sites including:

FastCompany.com – Expert Blogger since 2007

yoganesh.com – local yoga studio, Yoganesh

Shot, edited and uploaded 400+ social, editorial and technical videos for YouTube channels galfromdownunder, bikefriday and YoGaneshYoga

Professional Experience

H4B/HAVAS New York City

Senior Copywriter (May 2013 – present)

- Create and annotate consumer and HCP concepts, vis-aids and slide decks for Bristol-Myers-Squibb's HIV drugs (Reyataz and Atripla); banner ads and website redesign for Novartis (corporate); concepting for a constant stream of pitches

Juice Pharma Worldwide

Freelance Senior Copywriter (Sep 2012–Mar 2013)

- Full-time freelance senior copywriter working on Pfizer (Benefix and Xyntha), Novartis (EXJADE), Leo Pharma (PICATO), for offline and mobile platforms

IPSOS Social Intelligence Exchange, New York

Social Media Community Manager (Dec 2010 – Nov 2011)

CANOE Ventures is a TV advertising research consortium of Time Warner, Comcast, Cox, Charter, Cablevision and Bright House

- Created an engaging virtual "living room" for a 4000-member unbranded TV ad research community; achieved a 20% participation rate for stakeholders GlaxoSmithKline (Lovaza), Honda (auto) and Fidelity (financial)
- Created weekly polls, contests, copy tests, videos; co-designed site-wide UX; produced weekly engagement analytics; wrote creative content for Condé Nast, Proctor & Gamble and Kraft research communities

Green Gear Cycling Inc (Bike Friday), Oregon

Global Community Manager (2001 – 2010)

- Created and curated this iconic brand's entire website content: 600+ customer and B2B online stories, technical manuals, videos, image libraries and monthly email
- Wrote and art directed all advertising and POS material
- Helped business grow to 60% sales by referral; overall revenue grow by 250% in 3 years; website traffic increased five-fold to 600,000 hits/month
- Won for the brand: 2010 **Treehugger** Best of Green Award, **Saatchi & Saatchi Lovemark of the Year**, offer of **venture capital** from a major global investor, Mark Mobius

Saatchi & Saatchi Advertising

Senior Copywriter: Australia, Ireland, Costa Rica (1995-2001)

- Created campaigns for major brands across all product sectors including Ireland's #1 mobile provider (Eircell) and Costa Rica's #1 tortilla maker (Tortiricas)
- As visiting creative director, raised the creative standard in those the Irish and Costa Rican offices to award finalist level within 3 months

Other Freelance

- **YoGanesh Yoga** (Jun 2012–ongoing) Copywriter, videographer, Wordpress website manager and social media marketer; doubled site traffic in 3 months