

Lynette Chiang @galfromdownunda

Copy | Content | Community

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website: www.galfromdownunder.com

work: www.galfromdownunder.com/portfolio

Confidential pharma portfolio PDF available on request

In short

Versatile copywriter, digital content creator and community manager with a decade of international experience in both agency and client side marketing:

- Award-winning copywriter for **Saatchi & Saatchi Advertising** in 3 countries; currently a full-time pharma copywriter
- Chief storyteller for a global customer community (25,000 members) 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

Awards and high points

- **Cannes Bronze Lion** winner; **British Design & Art Director's Club** finalist; work in **Lurzer's Archive**
- "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 DVD cycling documentaries (3) screened around the country (see galfromdownunder.com/store)
- Named a **Forbes.com Rugged Individualist**

Education

Australian National University

BSc in Computer Science (database design)

Australian Writers and Art Directors School

National Winner: advertising industry copywriting school

General Assembly

Digital Marketing Certification (2014), plus ongoing digital courses at School of Visual Arts & Noble Desktop

Blogging and Social Media

Writer, videoblogger and social mediaclast for:

- FastCompany.com – Expert Blogger since 2007
- yoganesh.net – local yoga studio, Yoganesh
- Personal blogs on food, contemporary art, yoga

Shot 400+ marketing and technical videos for YouTube channels galfromdownunder, bikefriday and YoGaneshYoga

Professional Experience

H4B Chelsea (HAVAS Health), New York

Senior Copywriter (May 2013–present)

- Consumer/professional print, digital and message architecture for HIV, lupus, patient assistance portal; created pitch campaigns for antibiotics, multiple sclerosis, cystic fibrosis, eye surgery, ED, women's health, IBS and oncology

Juice Pharma Worldwide, New York

Freelance Senior Copywriter (Sep 2012–Mar 2013)

- Full-time freelance senior copywriter working on consumer hemophilia and skin cancer (actinic keratosis)

IPSOS Social Intelligence Exchange, New York

Social Media Community Manager (Dec 2010–Nov 2011) for CANOE Ventures, 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 (Bike Friday), Oregon

Customer Evangelist and Content Strategist (2001–2010)

- As Content Strategist, wrote/curated all website content: 600+ stories, videos, slideshows and newsletters; wrote and art directed all ads, sales and technical manuals
- As Brand Evangelist, in 3 years helped grow sales 60% by referral and revenue by 250%; 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**, attracted offer of **venture capital** from a major global investor

Saatchi & Saatchi Advertising Worldwide

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

- Led campaign development 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 standard of work in the Ireland and Costa Rica offices to award finalist level within 3 months

Other Freelance

YoGanesh Yoga, New York

(Jun 2012–ongoing) copywriter, videographer, Wordpress website manager and social media marketer; doubled site traffic in 3 months