

HEATHER SPARKS

Energetic contributor. Visual thinker. Team asset. Offers 18 years of copywriting and concepting experience for the pharmaceutical, biotech, and tech industries. A problem solver and headline builder. Turns complexity into compelling campaigns. Engages audiences (DTC to HCP) on the web, experientially, and in print. Blends the art of message development with the science of analytics.

- Creative direction
- Brand development
- Ad campaigns
- Message testing
- Video script writing
- Web writing + UX
- Social posts + ads
- Client presentation
- Google Ads Fundamentals
- Fact checking, copy editing
- Writing leadership
- Timeline development

CREATIVE DIRECTION & COPYWRITING

Associate Creative Director
FCB Health • November 2021 – Present

Lead copy development for the RISE UP clinical trial recruitment campaign. One video, written from the sickle cell warriors' experience, has 3MILLION+ views.

Associate Creative Director
W2O Group • July 2016 – July 2018

Lead creative rebranding for biotech clients Dermira and (award winning) Translate Bio. Won \$6M in promised new business. Led HCP campaign development for Qbrexza and genetic counseling company, Counsyl.

Freelance Positions, Bay Area and NYC
July 2018 – Oct 2019 & Dec 2009 – Nov 2014

Curology, MediaJel, Livongo, Pentagram, ghg, Saatchi & Saatchi Health, Juice, and others

Group Copy Supervisor
Grey Healthcare Group • April – Nov 2009

Oversaw all copy issues with a team of on-staff and freelance writers for a schizophrenia medication. Writing included patient brochures, a customizable web portal for doctors, a 3-part educational program for nurses, and interactive sales materials.

Copy Supervisor
Saatchi & Saatchi Health • May 2005 – April 2009

Created interactive and print promotional materials for gastrointestinal, allergy, and sleep medications. Worked closely with art directors to develop innovative concepts on new-business pitches. Supervised a team of writers for tone and strategy.

EDUCATION

MA, Science Journalism • 2001
New York University • New York, New York
BS, Molecular Genetics • 1999
The Ohio State University • Columbus, Ohio

SXSW INTERACTIVE

Austin, TX • 2017 & 2018
Panelist, panel host • Why are Artists Vital to Tech?
Meetup host • Arts in Tech

PORTFOLIO & CONTACT

Visit heathersparks.online • Email hsparks@gmail.com

COMMUNICATIONS

Revive & Restore October • 2019 – 2020

Leading this conservation non-profit's web and social presence, media relations, and press releases.

JOURNALISM

Arts Writer • July 2012 – 2019

Writing about science-inspired art my personal blog Science Sparks Art and cultural website Nautilus.

Pop Culture, Arts, and Events Reporter Science and Technology Writer • 1999 – 2009

Wired, Seed, Vice, Popular Science, Plasma, Space.com Story Collider, Engadget, BoingBoing

CONTENT WRITER

Content Writer

Wired Brand Labs • August 2016 – October 2017

Reporting and writing journalistic-style branded content for Wired.com clients including Netflix, Lufthansa and Hestan Cue.

Embedded Freelance Content Writer

Ready State • March 2015 – March 2016

Reporting and writing journalistic-style content for Intel. Copywriting for HP.com. Developing email campaigns and presentations for Google Ads and Google Earth Outreach.

Managing Editor

Kavli Foundation • Nov 2014 – March 2015

Developing the editorial calendar, copyediting, photo editing, WordPress posting. Mentoring a team of scientist bloggers for KavliBlog.org. Content management for KavliFoundation.org and both sites' Twitter feeds.

Interactive Installation Writer

Moey, Inc. • April 2008 – Oct 2012

Copy development for installations at the Intrepid Sea, Air & Space Museum and AT&T Headquarters.