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Excels at delivering targeted and persuasive content in pharmaceutical advertising, medical education, and cognitive science for consumer, professional, and managed care audiences.

Key Content Competencies

- **Product differentiation** – Promotional copy, professional education
- **Disease education** – Disease state and unmet needs overviews
- **Publication support** – Abstracts, congress posters, article summaries
- **Public education** – Newsletters, print and digital materials
- **Brand analysis** – Linguistic analysis of global branding

Therapeutic Areas

- Autoimmune diseases
- Cardiovascular disease
- Dermatology
- Facial aesthetics
- Hematologic disorders
- Infectious diseases
- Nephrology
- Neurological disorders
- Oncology
- Orthopedic devices
- Pulmonary diseases
- Psychiatric disorders
- Reproductive health
- Urology
- Vaccines
- Women's health

Experience

12/19 – Present: Freelance medical copywriter

12/15 – 11/19: Group Copy Supervisor, Neon – New York, NY

- Strategic: concept and message development and presentation; brand planning; development of creative and strategic communications across multiple channels for oncology, pulmonology, dermatology/rheumatology, and biosimilar brands
- Execution: participation in successful new business pitch for oncology franchise patient support program; website for award-winning unbranded disease education pediatric oncology campaign, brand positioning and message development for biosimilar franchise including rituximab biosimilar, responsible for writing, annotating, research, participation in client medical/legal review
- Managerial: training on process and execution for new copywriter staff

09/14 – 11/15: Group Copy Supervisor, Biolumina – New York, NY

- Strategic: concept development and presentation; development of creative and strategic communications across multiple channels for pituitary disorders, oncology, and hemophilia brands
- Execution: new indication launch for Signifor LAR, responsible for writing, annotating, research, participation in client medical/legal review
- Managerial: training on process and execution for new copywriter staff; managed freelance writers as required

01/14 – 08/14: Senior Copywriter, Havas Life, Managed Edge – New York, NY

- Strategic: concept development and presentation; development of creative and strategic communications that integrate managed market activities across multiple brand channels
- Execution: as lead copywriter for launch of 2 hemophilia brands, responsible for writing, annotating, research, participation in client medical/legal review
- Managerial: training on process and execution for new copywriter staff; managed freelance writers as required

10/10 – 12/13: Founder and CEO, Linguistic Analytics LLC – Califon, NJ

- Branding company provided linguistic analysis of global brand names for range of industries; key clients included General Motors, Experian, and Sony
- Wrote and presented client-specific linguistics reports for branded products available worldwide in markets using more than 50 languages and dialects
- Managed research, analysis, and reporting from more than 60 professors of linguistics

10/08 – 9/10: Director of Editorial Services, Ogilvy CommonHealth Worldwide – Parsippany, NJ

- Writing/editorial: writing congress posters, article summaries, patient and professional Web-based content, editing full range of print and electronic materials, fact checking, proofreading, research, writing style guidelines
- Managerial: oversaw doubling of HLS staff and integration of new hires; managed full-time staff and freelance editors; managed interaction with creative and production teams within division; managed interaction with clients as required
- Operations and process administration: developed and implemented separate streamlined workflow processes for HLS and for ProCom; developed editorial best practices presentation

11/07 – 9/08: Editorial Director, Concentric Pharma Advertising – New York, NY

- Editorial: editing, fact checking, proofreading, research, rewriting
- Managerial: established department structure; developed and implemented processes; managed staff, freelance editors, and interns; managed interaction with internal teams and clients as required
- Administrative: ordering references, updating reference libraries, writing claim structures, writing style guidelines, establishing electronic reference databases, constructing index for databases

10/06 – 10/07: Senior Editor, GSW Worldwide – New York, NY

- Editorial: editing, fact checking, proofreading, research, rewriting
- Administrative: ordering references, updating reference libraries, writing claim structures, requesting reprint permissions; supervising freelance editors

02/06 – 09/06: Editor, SynerMed Communications – Califon, NJ

- Editorial: fact checking, proofreading, using Endnote, and formatting manuscripts
- Administrative: preparation of PowerPoint presentations, planning and collation of materials for medical education conferences, preparation of permission requests and copyright applications

10/04 – 12/05: Project manager and editor (freelance); for Prof. P de Lacy (Rutgers University, NJ)

10/02 – 03/04: Tenured Lecturer, Bellerbys International College – Cambridge, U.K.

03/97 – 06/00: Postgraduate Lecturer/Researcher

Education

- PhD research (up to ABD) in Linguistics (University of Toronto)
- Master of Arts (First Class Honors) in Linguistics (University of Auckland, N.Z.)
- Bachelor of Laws (LLB)/Bachelor of Arts (Maori and Linguistics) (University of Auckland, N.Z.)
- Certificate in English Language Teaching to Adults (Studio School, Cambridge, U.K.)

Skills/IT

- Knowledge of FDA regulations; knowledge of AMA, Chicago, APA, and MLA styles
- Word-processing/publishing: MS Word, Excel, PowerPoint; Open Office; Acrobat
- Bibliographic: Reference Manager, Endnote, MLA online, PubMed

Languages

English (native), Maori (fluent), French (good reading, basic speaking)