

## Daniel Malowany

953 Highlander Ct. • Jefferson, GA • 30549 • (404) 538-6508

Highly experienced pharmaceutical copywriter/creative director with a unique combination of scientific aptitude, creative facility and healthcare marketing expertise

- Ideation and execution of educational and promotional healthcare marketing materials in all media and to all audiences, PCP, Specialist, DTP, and OTC
- Pharmaceutical writing and creative direction, brand messaging, strategic and tactical development, competitive messaging, team supervision
- Digital and web development writing and extensive Wordpress programming expertise
- Experience in a wide range of therapeutic categories, including mAbs, COVID-19, gene therapy, CDMOs, women's health, hospital and surgical devices, diagnostics, CNS, antibiotics, metabolic disorders, oncology, GHD, oral health, and more

### HEALTHCARE MARKETING

2010 –

Present

Independent Consultant, Mccann Health, Parsipanny, NJ  
*Oncology* (Navitoclax) Launch messaging • *Diabetes* (OZEMPIC) multiple projects including e-details, objection handler: *COVID-19 (mAb)* (XEVDUDY) multiple projects including e-details, objection handler : (Norditropin) multiple projects *GHD*: (Norditropin) multiple projects • *Asthma*: (Advair), (Nucalea) multiple projects • *Cardiovascular*: Novel Anticoagulant (NOAC): Xarelto • Chemotherapeutic: Amgen (Neupogen) sales force communications, newsletter • Interferon therapy: Amgen (Infergen) new business pitch, research, concept development for ads • Anti-fungal: The Liposome Company (Abelcet) pathogen wall chart for physician's office • Immunoglobulin Therapy: Baxter Biotech (Gammagard S/D); "white paper" • Oncology: IDEC Pharmaceuticals (bcl-2 gene marker) journal paper • SmithKline Beecham (Hycamtin) sales aids, direct mail to physicians, journal ads • Antiemetic: SmithKline Beecham (Kytril) sales aids, managed care ads, direct mail to physicians and patients • Anti-hypertensive: Bertek Pharmaceutical (Maxzide) product re-launch, sales aid • AIDS: Agouron Pharmaceuticals (Viracept) Journal ad, marketing analysis.

Founding Partner, President, Vitamin-D Creative, Atlanta, GA.  
Responsible for all agency operations, business development and client facing interactions, writing and website development. Current clients include: Baxter, Merck, Millipore, Clinical Innovations, Misonix, MiMedx, Wound Care Technologies, One-World, Medovex, Laidlaw, Immucor, Gorlin Companies, Ology Bio, Peachtree Bio, and others.

2008 –

2010

Associate Creative Director, Scout Marketing, Atlanta, GA.  
*Severe Chronic Pain*: Elan (Prialt) full re-launch • *Asthma*: Teva Pharmaceuticals (ProAir HFA, QVAR) standard and non-standard launch materials across multiple media platforms • *Biotech*: (ViveBio) naming, branding, and launch of a new company, including website • *Consumer*: Frozen foods (Farm Rich) rebranding of snack division • *Restaurant Chain* (The Grape) branding • *Retirement Community* (The Woodlands) full launch with multiple tactics, including website.

- 2003 - Creative Director, Copy, Adair-Greene Healthcare Communications, Atlanta, GA.
- 2008 *Hypertension/diabetes*: First Horizon Pharmaceuticals (Altoprev, Fortamet) re-launch concept, sales aids, reprint carriers, direct mail • Schwarz (Verelan PM, Uniretic) sales aid, direct mail, flash cards • *Antibiotics*: King Pharmaceuticals: (Synercid) re-launch concept, sales aids, case studies, reprint carriers • *Topical Hemostasis*: King Pharmaceuticals (Thrombin-JMI) re-launch concept, sales aids, journal ads, tactical planning, sales training • *Oral rehydration*: Cumberland (CeraLyte) pharmacy launch, ad, sales aid, sell sheet *Lenses*: Polaroid Corp. (Polaroid Polarized Lenses) large sales brochure • *Hospital and surgical devices*: Kimberly-Clark (InteguSeal, Patient Warming System, Microcuff) full product launch and supporting materials, brand naming, including educational symposium. *Dermatology*: Stiefel Labs (Duac, MaxClarity, and more) full professional and DTC launch materials
- 2001 - Group Copy Supervisor, CommonHealth (Adient), Wayne, NJ.  
2003 *Antibiotic*: Ortho-McNeil (Levaquin) multiple sales promotional materials, web-based programs • *Hypertension*: AstraZeneca (Toprol-XL and Atacand) sales aid, journal ad, direct mail, patient education • Anticoagulation: (Exanta) Global launch, branding concept, sales aid • *Oral health*: Pfizer (Listerine, Trident) • *Diabetes*: Bristol-Myers Squibb (Glucophage XR and Glucovance); full promotional re-launch • *Surgical device*: Ethicon; concept, sales aid • Growth Hormone: Serono (Saizen); ad
- 1999 - Copy Supervisor, Medicus Communications, New York, NY.  
2001 *Oncology*: AstraZeneca (Nolvadex, Arimidex); new indication launches, Professional sales aids, journal ads, DTC initiatives, direct mail, sales force communications, corporate ad • *Hypertension*: AstraZeneca (Atacand) journal ad, sales aid • *OTC*: Procter&Gamble (Crest, Prilosec, Thermacare); professional journal ads, consumer brochures, internet website • *Diagnostics Laboratory*: Quest; DTC employee health program, direct mail, varying professional programs • *Refractive Surgical Manufacturer*: Lasersight/BD; employee motivation program, corporate positioning.
- 1997 - Senior Copywriter, Saatchi & Saatchi Healthcare, New York, NY.  
1999 *Urinary Incontinence*: Pharmacia & Upjohn (Detrol) US and international launch, sales aids, journal ads, direct mail, sales force communications, medical education • *Chemotherapeutic*: Immunex (Leukine) sales aid, journal ads • *Asthma*: Key (Vanceril) sales force communication, direct mail.
- 1995- Copywriter, Torre, Lazur-McCann Healthcare, Parsipanny, NJ.  
1996 *Chemotherapeutic*: Amgen (Neupogen) sales force communications, newsletter • *Interferon therapy*: Amgen (Infergen) new business pitch, research, concept development for ads • *Anti-fungal*: The Liposome Company (Abelcet) pathogen wall chart for physicians office • *Immunoglobulin Therapy*: Baxter Biotech (Gammagard S/D); "white paper" • *Oncology*: IDEC Pharmaceuticals (bcl-2 gene marker) journal paper • SmithKline Beecham (Hycamtin) sales aids, direct mail to physicians, journal ads • *Antiemetic*: SmithKline Beecham (Kytril) sales aids, managed care ads, direct mail to physicians and patients • *Anti-hypertensive*: Bertek Pharmaceutical (Maxzide) product re-launch, sales aid • *AIDS*: Agouron Pharmaceuticals (Viracept) Journal ad, marketing analysis.

## **CONSULTING**

2010 -

*Present*

Freelance Copywriter/Creative Director, Creativestat, LLC. Atlanta, GA.  
Providing a variety of healthcare writing, marketing and consulting services. Current clients include Klick Health, Mccann Health, TRIATEK, Scout Marketing, Tricycle Studios and Integrative Logic.

1993 -

1994

Policy Research Consultant, Pfizer Inc., New York, NY.  
Strategic Planning & Policy Department and Media Relations Departments Analyzed, researched and evaluated competitive factors in pharmaceutical use and distribution: Conducted studies on international price differentials, prescribing patterns, generic and brand erosion rates, managed care, and Medicaid and health care reform issues. Presented findings to senior management. Collaborated with academic researchers (Grabowski H., Duke University). Assessed software systems, helped implement a corporate-wide "live" electronic news and information software system (NewsEdge), and a "groupware" (Lotus Notes) document tracking database for the Media Relations Group.

## **LABORATORY WORK**

1990 -

1992

Research Assistant, Developmental Toxicology/Pharmacology Lab,  
Office of Mental Health, New York State Psychiatric Institute, New York, NY.  
Conducted scientific research and experimentation, quality control and general lab management. Promoted from Research Assistant IV to Research Assistant VI. Prepared protocols and manuscripts. Collected, analyzed, and statistically. Summarized data using SAS, SPSS and Sigmaplot software. Calculated dosing and prepared chemicals for prenatal drug administration. Subcutaneously implanted osmotic minipumps for experimentation using a rat animal model.

## **AWARDS**

Numerous Rx Club, MANNY, and DxMA awards, including a silver award

## **SKILLS**

Website development, video production/editing, photography, Adobe Suite, fluent in Spanish

## **EDUCATION**

1988, *New York University, College of Arts and Sciences*

BA. Biology/Economics

1993, *Columbia University, Teachers College*

MA. Biology/Education

Kappa Delta Pi academic honor society

1994, *Rutgers New Jersey Medical School (previously UMDNJ)*

(PhD not completed). Recipient of a graduate fellowship and stipend.

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SCIENTIFIC PUBLICATIONS

*Abstracts*

Hutchings, D.E., A.C. Zmitrovich, D. Malowany, (1991). Methadone during pregnancy: a new animal model using the osmotic minipump. *Teratology*, 43 (5),488.

Zmitrovich, A.C., D.E. Hutchings, Dow-Edwards, D. Malowany, S. Church, (1992). The effects of prenatal exposure to cocaine on the rest-activity cycle of the preweanling rat. *Neurobehavioral Teratology Society*, Boca Raton, FL. Spring, 1992.

Zmitrovich, A.C., D.E. Hutchings, S. Brake, D. Malowany, S. Church, (1993) Prenatal methadone: Effects on offspring startle at three weeks of age. *Neurobehavioral Teratology Society*, Tuscan, AZ.

*Papers*

Hutchings, D.E., A.C. Zmitrovich, D. Malowany, S.Church, T.J. Nero, (1992). Prenatal administration of methadone using the osmotic minipump: Effects on maternal and offspring toxicity, growth and behavior in the rat. *Neurotoxicol Terat*, 14, 65-71.

Zmitrovich, A.C., D.E Hutchings, Dow-Edwards, D. Malowany, S. Church, (1992). The effects of prenatal exposure to cocaine on the rest-activity cycle of the preweanling rat. *Pharmacol Biochem Beh.* 43. 1059-1064

Hutchings, D.E., A.C Zmitrovich, D. Malowany, S. Church, (1992) Methadone during pregnancy: the search for a new animal model. *Annali dell' Istituto Superiore di Sanita* 12, 58-65

Hutchings, D.E., A.C. Zmitrovich, S. Brake, D. Malowany, S. Church, (1993). Prenatal administration of methadone in the rat increases the offspring startle amplitude at three weeks of age. *Neurotoxicol Terat.* 15, 157-164.

*References furnished upon request*