

Daniel Malowany

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Highly experienced pharmaceutical marketing professional and 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 to PCP, Specialist, DTP, OTC, and Laboratory Scientists
- Pharmaceutical writing and creative direction, brand messaging, strategic and tactical development, market/competitive analysis, and team supervision
- Experience in a wide range of therapeutic categories, including mAbs, COVID-19, oncology, gene therapy (CAR-T), cardiovascular, diabetes, CDMOs, women's health, hospital and surgical devices, diagnostics, CNS, antibiotics, metabolic disorders, GHD, oral health, and more

HEALTHCARE MARKETING

2010 –

Freelance ACD/Copywriter: McCann Health, Klick Health, Hive Health, MedThink, Scout Marketing, and others

Present

- *Oncology:* Navitoclax: Strategized and wrote professional launch messaging. KYMRIA: Professional messages, banner ads, and DTC video scripts for the 4th year anniversary of the "I AM KYMRIA" campaign; DARZALEX: websites, sales aids, sales force motivation videos, ASH convention themes. QINLOCK: Access Point Messaging Platform, AE Management Brochure
- *Diabetes (OZEMPIC):* Creative execution and messaging for multiple projects including e-detail aids, objection handlers, leave behinds, ads, and newsletters
- *COVID-19 (mAb) (XEVUDY):* Executed multiple projects including e-details and objection handlers
- *Cardiovascular:* Novel Anticoagulant (NOAC) XARELTO: Messaging and core sales aid development
- *Various other therapeutic Areas:* Copywriting of high-level projects for Immunoglobulin Therapy (Gammagard S/D), Oncology (Hycamtin, Kytril), GHD (Norditropin), Asthma (Advair, Nucala), Chemotherapy (Neupogen), Interferon therapy (Infergen), Antifungal (Abelcet), Antihypertensive (Maxzide), and AIDS (Viracept)

Founding Partner & Creative Director, Vitamin-D Creative, Atlanta, GA.

- I grew a boutique, biotech-focused agency with no clients to over \$700k in yearly revenue, winning both startup and large global clients along the way while keeping the agency nimble and profitable. Responsible for all agency operations, business development, employee management, client facing interactions, and creative direction.
- Current and former clients include PolarisAR, Synovis (a subsidiary of Baxter), Merck KgA, Millipore, Clinical Innovations, Misonix, MiMedx, Wound Care Technologies, One-World, Medovex, Laidlaw, Immucor, Gorlin Companies, Ology Bioservices, Peachtree Bio, and others.

2008 –
2010

Associate Creative Director, Copy, Scout Marketing, Atlanta, GA.

Responsible for creative supervision and execution for all accounts on the healthcare side of the agency:

- Severe Chronic Pain (Prialt): Full re-launch
- Asthma (ProAir HFA, QVAR): Managed launch materials across multiple media platforms
- Biotech (ViveBio): Naming, branding, and launch of new company
- Consumer & Retail: Rebranding of Farm Rich and The Grape restaurant chain; full launch for The Woodlands retirement community

2003 –
2008

Creative Director, Copy, Adair-Greene Healthcare Communications, Atlanta, GA.

- *Hypertension/Diabetes* (Altoprev, Fortamet): Re-launch concept and promotional materials
- *Antibiotics* (Synercid): Re-launch concepts and sales aids
- Hospital & Surgical Devices: Product launches and supporting materials for Kimberly-Clark
- *Dermatology* (Duac, MaxClarity): Full professional and DTC launch materials

2001 -
2003

Group Copy Supervisor, CommonHealth (Ogilvy), Wayne, NJ.

- Managed promotional materials for Levaquin, Toprol-XL, Atacand, Exanta (launch), Listerine, Glucophage XR, Glucovance, Ethicon, and Saizen

1999 -
2001

Copy Supervisor, Medicus Communications, New York, NY.

- Developed sales aids, journal ads, promotional materials and sales force communication materials for Nolvadex, Arimidex, Atacand, Crest, Prilosec, Thermacare, and Quest

1997 -
1999

Senior Copywriter, Saatchi & Saatchi Healthcare, New York, NY.

- Wrote US and international launch materials for Detrol, Leukine, and Vanceril

1995-
1996

Copywriter, Torre, Lazur-McCann Healthcare, Parsipanny, NJ.

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

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.

STUDENT TEACHING

Jan 1993-
May 1993

Science Teacher, New York City High Schools. New York, NY.

Completed 91.75 hours in actual teaching and 151.75 hours in observation and other school activities.

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 programming and writing, video production and 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.

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 Teratol*, 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 Teratol*. 15, 157-164.

References furnished upon request