

STEVEN SU COPYWRITER

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WORK EXPERIENCE

TBWA\WorldHealth

Copywriter 6/13 - Present

- Revitalized Enbrel's (Pfizer) global campaign against an emergence of competing biosimilars
- Launched both Sovaldi and Harvoni (Gilead) campaigns that transformed the treatment of hepatitis C
- Developed 360 campaigns which included mobile web, direct mail, augmented reality, convention, print, and email pieces
- Won Gold for the 2014 Pharma Choice Awards

Rosetta Stone Commercials

Lead Actor 12/12

- "Paul Kim" tackles German and Spanish

Karlen Williams Graybill Advertising

Junior Media Buyer 2/08 - 10/08

- Analyzed Chattem's weekly media activity on Google TV's online bidding interface
- Authorized media transactions for brands including Icy Hot, ACT, and Gold Bond

Active International

Junior National Radio Buyer 7/06 - 2/08

- Promoted to Junior National Radio Buyer from Radio Coordinator within 6 months of employment
- Managed and mentored subordinate

EDUCATION

AdHouse 11/08 - 6/16

Creative Bootcamp

Berklee School of Music 7/11 - 9/11

Music Supervision

School of Visual Arts 3/06 - 6/06

Advertising, Continuing Education

University of Connecticut 8/01 - 5/05

Bachelor of Arts in Communication Sciences
Minor in Marketing

COMMUNITY INVOLVEMENT

Taiwanese American Next Generation (TANG)

Copywriter, Counselor, Registration Coordinator

- Rebranded TANG as an organization that redefines the Taiwanese American identity as well as a focus on community involvement

Taiwanese American Professionals (TAP)

Social Committee Member, Volunteer

Asian American Film Lab - 72 Hour Film Shootout

Writer, Music Supervisor for "The Mark"

Actor for "Payback"

FREELANCE EXPERIENCE

Novartis

Freelance Copywriter 5/13 - 5/13

- Transformed a stodgy multicultural PowerPoint deck into a vivid and distant educational tool which helps improve national healthcare relationships

Pencils of Promise / One Club Creative Boot Camp

Copywriter 1/13 - 1/13

- Led team in brainstorming big ideas, executing concepts, and presenting for *Pencils of Promise*

Toys"R"Us

Freelance Copywriter 7/12 - 7/12

- Enhanced the creative for recruitment campaign
- Proofread and edited mobile web and messaging

Fiore InspirAgency

Freelance Copywriter 6/12 - 6/12

- Established branding for a new local juice cleansing business: LizzyJays
- Garnished taglines for client's new website

Myron

Freelance Copywriter 5/12 - 5/12

- Refined product descriptions for over 30 different promotional pens
- Enhanced copy layout for the upcoming catalog

Hospital for Special Surgery

Freelance Web Content Manager 4/11 - 7/11

- Illuminated doctor biographies and outreach missions to showcase to potential patients
- Helped develop a microsite for the Center for Brachial Plexus and Complex Nerve Injury

@radical.media

Freelance Copywriter 11/10 - 11/10

- Created new campaign headlines and taglines for Grey Goose China, keeping its global brand image

DiNoto

Creative Intern 6/09 - 9/09

- Developed product placement ideas for clients including LG and General Electric
- Assisted in writing headlines, taglines, and copy for Tylenol, LG, GE, and Publishers Clearing House

ADDITIONAL SKILLS

Software

Adobe Creative Suite 6, Microsoft Office, Central Desktop

Languages

Fluent in Mandarin Chinese

Proficient in Taiwanese

A Minor, UConn Co-ed A Cappella Group

Co-Founder, Former Music Director