

# SCOTT WHITTIER

High-level creative thinker and leader, focused on strategic communications, specialty markets, and truly unique brands with personality and legs.



SCOTTWHITTIER.COM



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SCOTT@SCOTTWHITTIER.COM

## EDUCATION

**UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL**  
School of Journalism and Mass Communication

BA in Advertising | Minor in Russian | with Distinction

**ROSTOV STATE UNIVERSITY**  
Rostov-on-Don, Russia | Study Abroad

## WORK

*2016-Present*

**WHITTIER CREATIVE FREELANCE COPY/CREATIVE**  
Copywriting for pharma launches, health care, medical cosmetics, regulated industries, CRM best practices, concept, content, long form, and more

*2006-2016*

**HILL HOLLIDAY SVP, CREATIVE DIRECTOR**  
Relationship marketing, technology, telecomm, insurance, health care, and pharmaceuticals | *Dell, Cognos, FairPoint Comm, Liberty Mutual, Covidien, Celgene, Novartis*

*2003-2006*

**SEIDLER BERNSTEIN SENIOR COPYWRITER**  
Devices, diagnostics, and major medical launches to health care professionals and consumers | *Boston Scientific, Bayer, Genzyme*

*2002-2003*

**LEHMANMILLET SENIOR COPYWRITER**  
Medical devices for health care professionals | *Essilor, J&J, ACMI*

*1998-2002*

**CHRISTOPHER THOMAS JR - SR COPYWRITER**  
Consumer goods, education, insurance, health care

*1998*

**BALDWIN & STONE JR COPYWRITER**

## AWARDS

*2014*

**CLIO HEALTHCARE AWARD**  
Integrated Pharmaceutical Campaign Shortlist | Tasigna

*2011*

**HATCH AWARD**  
Silver | Annual Report | Salvation Army

*2006-2008*

**NEDMA AWARDS**  
Direct Marketing | Dell, Cognos, FairPoint

*2004-2006*

**Dx AWARDS**  
Corporate \$100M+ | Boston Scientific

*2001*

**HEALTHCARE ADVERTISING AWARDS**  
Newspaper Ad Series & Transit Billboard Series | Fallon Healthcare

Gold Newspaper Series | New England Medical Center

*1999-2000*

**ADMISSIONS ADVERTISING AWARDS**  
Gold | TV, Radio, Branding | Silver | Total Campaign | Bentley College