

JOSH RIGHTER

address

Proud to call Philadelphia, PA home.
But you don't get my full address here.
Buy a guy dinner first.

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THE PART WHERE I BRAG ABOUT MY HEALTHCARE EXPERIENCE

SVP, Creative Director, Calcium Philadelphia, PA 2019-Present

- Co-lead an art and copy creative team of 12 to launch a new product in rare disease (Fabry)—defining early positioning, shaping message creation, and creating branded and unbranded campaigns for patients and HCPs.
- Same as above, but for GAVRETO, a targeted drug for lung and thyroid cancers.
- Co-lead the team that launched XENLETA, the first new antibiotic in decades, for HCPs.

VP, Associate Creative Director, Digitas Health Philadelphia, PA 2017-2019

- Lead the copy team that launched SKYRIZI, the blockbuster successor to HUMIRA, for plaque psoriasis. Oversaw all branded DTP work: campaign and message creation, script development and on-site supervision for TV spots, and construction of a major media plan that included websites, social media, print, and more.
- Key contributor to HUMIRA DTP work, including conceptual work on TV and social media.

VP, Associate Creative Director, Razorfish Health Philadelphia, PA 2016-2017

- Lead the copy team that supported two blockbuster oncology drugs in breast and ovarian cancer: FASLODEX and LYNPARZA. Oversaw all unbranded and branded patient and HCP work: launching multiple indications, campaign creation, messaging, strategy—the whole ball of wax. On my watch, sales for FASLODEX reached a 15 year all-time high. Pretty good!
- Lead the copy team on the the EU launch of GALAFOLD for Fabry disease.

Also at Razorfish Health/Discovery USA:

- Group Copy Supervisor (2015-2016)
- Copy Supervisor (2014-2015)
- Senior Copywriter (2013-2014)
- Copywriter (2012-2013)

Copywriter, H4B Catapult Hamilton, NJ 2011-2012

- Lead day-to-day writer on all global pre-launch materials for EYLEA, the blockbuster treatment in ophthalmology. Created copy for a wide variety of digital and print pharmaceutical pieces for doctors and patients, including websites, emails, trade shows, direct mailers, and more.
- Frequent contributor to pitch concepts and internal hype videos (more fun than they sound).

WHAT I DID BEFORE PHARMA (IF YOU CARE)

Copywriter / Developer / Designer, Square 2 Marketing Warrington, PA 2006-2011

- Creative and code work for a variety of industries, including eldercare and insurance.

A NOTE ON MY BONUS DIGITAL SKILLS

As a former developer, I can guide creative teams as they think through digital tactics, saving them from at least a little embarrassment when they talk to Tech or Digital Strategy.

I AM ALSO:

- An award-winning comedy writer
- A former (and still current, at heart) punk rocker
- Creative Director, Art in an alternate universe where my name is Josh Deezyner
- A pretty nice guy