

# Anastasia Christakos

VP Group Copy Supervisor

## SUMMARY

Senior healthcare advertising leader with 7+ years of experience driving creative strategy, copy direction, and multi-channel campaign development across oncology and immunology.

Proven success overseeing cross-functional teams, leading brand launches, delivering high-impact HCP and DTC campaigns, and navigating complex MLR environments.

## EXPERIENCE

### Harrison and Star

#### VP Group Copy Supervisor (Jan 2025-Present)

**Therapeutic area:** Immunology (lupus nephritis and rheumatoid arthritis)

- Acted as the copy and launch lead for DTC and HCP teams
- Managed a team of copywriters and reviewed their work
- Partnered with medical, strategy, and account teams to craft a messaging platform for patient audience

#### Group Copy Supervisor (July 2023-Dec 2025)

**Therapeutic area:** Oncology (leukemia, liver, kidney, and thyroid cancer)

- Partnered with art to create new campaign concepts, one of which was put through market research and selected to move forward as the brand campaign
- Led the copy team through an indication launch and came up with solutions to quicken turnaround and navigate obstacles

#### Copy Supervisor (Oct 2021-Jun 2023)

**Therapeutic area:** Oncology (liver, kidney, and thyroid cancer)

- Contributed to creative pitches and new business presentations
- Supervised and trained an associate copywriter
- Led client presentations
- Wrote content for sales aids, videos, emails, banners, websites, and social media

#### Senior Copywriter (Aug 2020-Sept 2021)

**Therapeutic area:** Oncology (liver, kidney, and thyroid cancer)

- Wrote content for sales aids, videos, emails, banners, websites, and social media
- Navigated MLR, ensuring compliance while advocating for creative integrity

### H4B Chelsea

#### Copywriter (Nov 2019-July 2020)

#### Junior copywriter (May 2018-Oct 2019)

**Therapeutic area:** Immunology (rheumatoid and psoriatic arthritis)

- Wrote copy for both print and digital projects
- Worked closely with art, account, and editorial to route projects efficiently

## EDUCATION

### Boston University, Boston, MA

Sep 2014- May 2018

Bachelor of Science in Communication, Emphasis: Advertising

Long Island City, NY 11101 (718) 536-4593

anac1296@gmail.com

## SKILLS

Figma

Veeva Vault (tagging and linking)

Adobe Acrobat

Midjourney

Runway

## PORTFOLIO

anastasiachristakosportfolio.com

Password:

anastasiapharma