

**Christine O'Hanlon**  
**Creative Writer/Strategic Thinker**  
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**Places I've Worked:**

**DDB, Kirshenbaum & Bond, Ogilvy, G2, 2006 — Present**  
*Freelance Senior Copywriter*

Lucentis — print and mobile website  
Hylenex — created unbranded website  
XYZAL — a year's worth of interactive emails  
HUMIRA — direct mail, email, DVD  
IMITREX — interactive and collateral  
FLONASE — website and direct mail

**Draft, 2004 — 2006**

*Senior Writer/Supervisor*  
Bank of America — print, radio and mail

**McCann-Erickson, The Sloan Group, Merrill Lynch, 2001 — 2004**

*Freelance Senior Copywriter*  
Verizon — POS and collateral  
Merrill Lynch — print

**Digitas, 1999 — 2001**

*Associate Creative Director*  
Allstate — integrated online and direct mail program

**FCB, 1995 — 1999**

*Associate Creative Director*  
ZOCOR — brand print to physicians  
BuSpar — consumer and physician mailings  
SINGULAIR — print and compliancy program for kids  
The Caples Awards — creation of their first website

**Ogilvy One, 1989 — 1995**

*V.P., Associate Creative Supervisor*  
AmericanExpress.com — concepts for original website  
Pond's Age-Defying Complex — launch of their new product  
Erno Lazlo — acquisition mail package

**Awards I've Won:**

Gold Andy Award — American Foundation for the Blind  
Bronze Echo Award — first Caples website  
Gold & Silver Caples Awards — Book-of-the-Month Club print

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**10 Projects I Couldn't Be More Proud Of:**

1.  
Clearing the air about allergies and global warming.
2.  
Helping people with migraines manage them more successfully.
3.  
Introducing a non-surgical solution for fibroids.
4.  
Personalizing diabetes management with a new meter.
5.  
Saving special education programs for the blind.
6.  
Educating doctors about the real effectiveness of contraceptives.
7.  
Helping parents handle their children's asthma.
8.  
Re-branding a Swedish coffee as a coffeehouse experience.
9.  
Letting HR spend less time with paperwork and more time with employees.
10.  
Winning a Bronze Echo (effectiveness) Award for the Caples (creativity) website.

