

ELI HERNANDEZ

WHO?

I'm a writer first. I tell stories. Connecting people with brands that matter. I plot the arc – from concept to execution. I make the complex simple, compelling, and actionable.

All on strategy.

WHOA.

I have managed a global team of writers (copy and content) in multiple verticals. My clients include Fortune 50 companies in pharmaceuticals, medical devices, and electronic records management.

I also play well with others.

WHERE:

Mobile: 949-230-7067
Email: eli.hernandez.mail@gmail.com
LinkedIn: @copybyeli
Address: Irvine, Calif.
Portfolio: copybyeli.com

EXPERIENCE

Copy Supervisor

FCBHealth, October 2022 – present

- Served as HCP specialist on \$12+ million account
- Supported US & Global brand teams
- Developed digital and print tactics, including social and strategy
- Trained, supported, and mentored juniors and freelancers

Senior Copywriter

PRECISIONeffect, January 2020 – October 2022

- Owned copy for 6 pharmaceutical brands totaling \$6+ million USD
- Collaborated with clients on annual brand planning
- Developed brand narratives, content strategies, and tactical rollouts
- Wrote print, digital, and interactive assets
- Trained, supported, and mentored juniors and freelancers

Senior Copywriter

Incredible Marketing, October 2017 – January 2020

- Guided content strategy at company and client level
- Collaborated with internal stakeholders to optimize engagement
- Aligned content strategy with industry best practices
- Audited copy
- Mentored writers

Freelance Copywriter, Editor

Write to the Top, August 2008 – present

- Drafted copy for small business clients
- Served as writing coach for college applicants
- Edited and proofread academic papers

EDUCATION

Harvard College

A.B. English & American Literature & Language, major, cum laude

A.B. Economics, minor, combined degree

The Book Shop School for Ads

Certificate of Completion

SKILLS

- Concepting & Ideation
- Content Strategy
- Brand Narratives
- Messaging (HCP & Patient)
- Discussion Guides & Workshop Decks
- Referencing & Annotations
- Regulatory review

VERTICALS

- Pharmaceuticals:
Allergy/immunology, cancer; dermatology, infectious/rare disease
- Aesthetic, Cosmetic & Plastic
- Medical Devices