

# CONNOR KEEHN

COPYWRITER 🍷 WWW.CONNORS.WORLD

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## What I talk about at the bar:

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### Copy Supervisor • 21GRAMS NY • June 2022 - Present

Currently the lead writer for a Pfizer RSV Vaccine for maternal mothers and older adults. I currently lead a team of 2 and play big part on the 21Gamers team that brings healthcare advertising into gaming.

### Senior Copywriter • Patients & Purpose • April 2021 - June 2022

Was the lead writer for IMFINZI by AstraZeneca and Above MS by Biogen, the lead writer for EDG (Emerging Digital Group), head writer for the Culture Club, and the assistant social lead for our internal social team.

### Copywriter • Patients & Purpose • June 2019 - April 2021

Assisted in the launching of FINTEPLA and worked as lead writer on a new resource for families of Dravet syndrome called Shine Forward With Dravet. Developed creative content across digital platforms for Synthroid, FINTEPLA, and BRILINTA.

### Freelance Copywriter/Graphic Designer • Keehn Designs • January 2018 - June 2019

Developed engaging and on brand copy across a multitude of platforms. For example: websites, social media accounts, podcasts, and experiential campaigns, print, and transit. (New River Curry House, Savannah Mitsubishi, Bar Track, SR Studios, EL Jewelry)

### Social Media/Marketing • Elizabeth Ludwig Jewelry • November 2017 - June 2019

Assisted in developing website (art direction and copy), created brand logo, managed social media accounts, created social advertising to help create brand awareness, as well as created an e-commerce site to improve overall sales.

### Brand Advisor • Quantum Thinking • January 2015 - January 2018

Provided branding and marketing advisory services for a global EdTech consulting practice.

## What put me in debt:

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### Savannah College of Art and Design

Bachelor of Fine Arts, Advertising 5/19

Major focus: Copywriting

Major GPA : 3.5

### Colorado State University

Business Marketing - Transfer

## What my mom tells her bookclub:

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**2022 DTC Awards – Best disease education / Social Media – Gold**

**2022 National Telly Awards – Online Commercials – Bronze**

**2021 Mobile Web Awards – Best Pharma Mobile Website – Gold**

**2021 DTC Awards – Best Branded Website – Silver**

**2021 Pharma Choice Awards – Best Video – Bronze**

## Pick up lines

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### Professional

Creative writing  
Time management  
Punctuality  
Strong work ethic  
Customer service  
Public speaking  
Leadership  
Quick learner  
Organization  
Creativity  
Dependability  
Detail oriented

### Writing

B2B  
B2C  
Storytelling  
Creative writing  
Print/Digital/Social  
Concise headlines  
CTA's  
Brand film scripts  
Long form writing  
Humor  
Sports journalism

### Personal Interests

Brand Design  
Motion Media  
Producing Music  
Lacrosse  
Hockey (Go CAPS)  
Film  
Snowboarding  
Movies  
Boating

### Software

HubSpot  
Google Ad Manager  
Creative Hub  
Microsoft Suite  
Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe After Effects  
Adobe Premier Pro