
RYAN CLARDY

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SENIOR COPYWRITER – HEALTHCARE & PHARMA

- Highly skilled senior pharmaceutical copywriter. Entrusted by major brands to lead high-visibility initiatives, collaborate directly with clients, and translate complex science into clear, compelling, brand-right storytelling across disease state education (DSE), branded campaigns, and both direct-to-consumer (DTC) and healthcare professional (HCP) channels.
- Developed high-impact creative and messaging for FABHALTA® (nephrology), WAYRILZ® (hematology), and KESIMPTA® (neurology), partnering closely with cross-functional agency and client teams to ensure accuracy, regulatory excellence, and emotional resonance that supports real-world healthcare decision making.
- Deep technical and business acumen, recognized for leadership beyond execution. Provided creative guidance on campaign strategy, helped shape brand voices, and served as a trusted, go-to partner for websites, digital ecosystems, AI-powered solutions, social media, print, key opinion leader initiatives, and other influential platforms.

CORE COMPETENCIES

Creative & Brand: Creative Concepting • Campaign & Message Development • Brand Voice Stewardship • Multi-Platform Content (Video, Digital, Social, Print, Experiential) • Disease State Education (DSE) Campaigns • Branded Campaigns

Strategy & Leadership: Strategic Planning • Cross-Functional Leadership • Client Presentation & Collaboration • Workflow Ownership • Project Management • Coaching • Team Management • Leadership Development

Healthcare Expertise: Medical / Regulatory Fluency (MLR, AMA, Referencing, Annotating) • Complex Science Translation • Extensive Rare Disease & Autoimmune Experience • Brand Launch & Label-Update Execution

Technology & Tools: AI-Enhanced Content Development & Support (ChatGPT, Jasper, Claude) • Workfront • Miro • MS Office • Adobe Acrobat

PROFESSIONAL EXPERIENCE & SELECTED ACHIEVEMENTS

IPG HEALTH (AN INTERPUBLIC GROUP COMPANY): New York, NY

2022–2025

Senior Copywriter (2023–2025)

Copywriter (2022–2023)

Advanced through successive roles at a leading full-service global healthcare communications agency, contributing to ideation, development, and execution of multiplatform integrated campaigns across DSE, branded, and multichannel ecosystems for pharmaceutical clients. Partnered closely with art directors, strategy, account, editorial, project management, user experience, and medical teams to translate complex science into innovative storytelling. Wrote compelling, accurate, and regulatory-ready copy for digital (videos, websites, social, banners), print (brochures, displays), and experiential platforms.

- **Played a key creative role in developing and executing rare disease therapy campaigns for DTC and HCP channels,** including high-visibility DSE initiatives and branded workstreams.
- **Collaborated with internal and client brand teams on tactical planning, messaging development, audience alignment, and creative direction.** Contributed to strategic discussions, balancing innovation with accuracy, clarity, and compliance.
- **Appointed to expanded leadership scope.** Served as lead copywriter on WAYRILZ® DSE campaign, mentored newly hired copywriters, and participated in IPG Health's PCM, MOXIE Leadership Development, and Residency Programs.
- **Pioneered thoughtful AI use cases to drive efficiency and elevate quality.** Trained ChatGPT, Jasper, and internal agent "Interact" to streamline workflows, strengthen editorial precision, and enhance first-draft quality.
- **Winner of 2025 MOXIE Global Competition.** Led winning team in researching, innovating, and pitching the best AI-driven new business idea as judged by IPG Health C-suite officers.

CAMPAIGN HIGHLIGHTS:**FABHALTA® – Novartis – IgA Nephropathy & C3 Glomerulopathy DSE campaigns (DTC & HCP):**

- Played a key creative role in shaping and executing “Rough Seas” campaign. Wrote, mapped, and developed the DTC website, including end-to-end content pivot and overhaul following a mid-stream platform transition.
- Articulated unmet needs for dual indications to prepare the market for FDA approval; contributed to DTC and HCP message houses; helped guide development of resources (glossaries, brochures, lifestyle tips); and helped concept and execute HCP sponsorship elements for ASN Kidney Week 2022 and 2023.

WAYRILZ® – Sanofi – immune thrombocytopenic purpura (ITP) DSE campaign (DTC & HCP):

- Served as lead copywriter, guiding brand strategy, website content, and integrated campaign extensions.
- Led copy for a multichannel (HCP + DTC) KOL/patient video, guiding effort from kickoff through development, on-set production (with volumetric frustum tech), post-production, and approval. Exceeded client expectations in clarity, authenticity, and emotional impact.

KESIMPTA® – Novartis – relapsing multiple sclerosis (RMS) branded DTC campaign:

- Contributed to **Ragan PR Daily Award**–winning “MY WAY” DTC campaign (digital, broadcast, experiential), elevating real RMS patient voices alongside ambassador Jamie-Lynn Sigler. Led the DTC website from robust manuscript through multiple phases while navigating complex MLR and platform requirements and optimizing end-user experience (UX).
- Orchestrated development of innovative, user-friendly digital/mobile-first Decision Guide enabling critical patient-doctor conversations; helped validate content impact. Contributed to strategic ideation and future campaign concepting. Led copy for numerous digital tactics across TikTok, Instagram, Facebook, and Reddit. Directed content and messaging update for the printed Patient Consideration Brochure.
- Helped brand achieve highest engagement rates in Novartis portfolio, including: Awareness Segment (36% video through rate), Education (4X vs. next-highest Novartis brand), ROI (5X vs. other Novartis brands). Per 2025 Gartner Digital IQ Index, increased: Social Ad Impressions (5X vs. index), Organic Engagement (1.5X views on YouTube), and Website Views (30% longer time vs. index).
- Guided 2025 label update. Led agile copy compliance and execution across critical launch tactics while maintaining aggressive timelines through complex approval process in evolving FDA regulatory environment.
- **Recognized with other prestigious awards**, including 2025 DTC National Award for Best Point of Care Campaign or Program (Bronze); 2025 Gartner Digital IQ Index (ranked #1 of 127 brands) for Pharma Rx Best Practices; and 2025 Novartis Marketing Team of the Year.

EARLY CAREER:

Professional stage, television, and film actor. Foundation in storytelling, collaboration, and development of new works.

EDUCATION & CREDENTIALS

UNIVERSITY OF VIRGINIA: Charlottesville, VA

Bachelor of Arts in Theater

IPG HEALTH: New York, NY

Graduate – Write it Forward Medical Writing Boot Camp Program (Award-Winning Medical Copywriting Pathway)