



Vicki Shaun

SENIOR COPYWRITER / BRAND STRATEGIST / CONTENT CREATOR

Innovative Positioning | Disciplined Messaging | Relatable Copy



website
www.downtowndigitalla.com



location
Downtown Los Angeles

Work

- 2021 - Present

Medusind Solutions, Optum, Patina Health, SCAN Health Plan, Michigan Medicine, Western University of Health Sciences

Senior Copywriter

Concepting campaigns and developing content for all channel assets: website, blogs, email campaigns, social media, e-newsletters, video
- 2017 - 2021

CareMore Health/Anthem

Marketing Communications Manager

Create content for: monthly e-magazine, social media, email campaigns, daily blog, website, video
- 2012 - 2017

Freelance

Senior Copywriter

Lexus, Luxe Hotels, Capital Group, Merle Norman Cosmetics, A Breed Apart Veterinary, Providence/Saint John's Medical Center, Voluware SaaS Software
- 2008 - 2012

Cedars-Sinai Medical Center

Communications Specialist

The Huffington Post - 25 blogs written for Dr. Glenn Braunstein, VP, Cedars-Sinai Medicine, Annual Report, Department Collateral, Institute e-magazines
- 2005 - 2008

SmileCare, Inc.

Co-Creative Director

Creative direction, concept and all copy to reposition SmileCare as a full-service, long-term family dental resource: print, billboard, email campaign, seasonal promotions, merchandise
- 2004 - 2006

National Academy of Sports Medicine

Co-Creative Director

Creative direction, concept and all copy to reposition NASM as a comprehensive, credentialing resource for personal training professionals: print, trainer sales collateral
- 2002 - 2004

Wexler & Associates for Issues and Causes

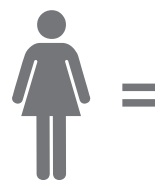
Associate Creative Director

Concept and copy for this agency that handled all non-profit clients.
Cedars-Sinai Medical Center, Avi Chai New York

A Few Blogs

- Optum - Gardening: Your health in full bloom
- Medusind - The Great Resignation Is Not Making Dentists Smile
- Huffington Post - Vaccinations: Still Amazing After All These Years

Besides Writing



Books

Yoga

Opera

Critters

Coffee

Skills

- Communication
- Collaboration
- Pie Crust