

# Marion D S Dreyfus

New York, NY - Email me on Indeed: [indeed.com/r/Marion-D-S-Dreyfus/b0d45bc612a11992](https://www.indeed.com/r/Marion-D-S-Dreyfus/b0d45bc612a11992)

Authorized to work in the US for any employer

## EDUCATION

### **Masters in MBA; MFA**

St.John's; AWED government program - New York, NY

## ADDITIONAL INFORMATION

### MARION D.S. DREYFUS

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## PROFESSIONAL SUMMARY

Diverse management expertise developed through broad background in writing and media, to function as pharmaceutical/healthcare/documentation writer, editor, content manager, regulatory-documentation, PR/advertising; manuscript incubation, journalist, content curator, brand ambassador, research/fact-check/proofread

## QUALIFICATIONS PROFILE

\* Driven, analytical, astute asset experienced in medical/healthcare media, briefings, regulatory, PR, compliance, labeling, strategizing, copywriting, redacting, project implementation, to support departments and teams tasked with developing collaterals, speeches, blogs, auxiliary detailing, other materials for presentation in range of markets. \* Interview. Tenures include at Time, Money, Life, Sports Illustrated, Esquire, Vanity Fair, Parents, Consumer Electronics, Discover, Self. \* In pharmaceutical, biotech, other regulated industries, move documents through labeling and regulatory life cycles. Marketing savvy to support client needs, lead teams to surpass objectives. AMA, advertising, radio, social media.

COMMUNICATIONS EXPERIENCE Board/Communications Director – Global Bioethics Initiative – New York, NY 2009 – current Draft mission critical-papers, speeches, virtual perceptorships, analyses. Edit, redact, proof, position papers on organ transplantation global protocols; stem-cell research parameters; life-extension. Develop and manage briefings, seminars, conferences, educational workshops. New membership, patrons, contributors. Land HBO as premier sponsor, getting \$50,000 for film event.

Editor/Manuscripts – Pointed Leaf Press – New York, NY 2008 – current Revise manuscripts in design, architecture, radiation, botany/gardening, celebrityology, Kabbalah (won 2013 National Book Award, nonfiction), historiography for boutique publisher of lush large-format works. Initial edit to final production. Bring in new manuscripts in history, art, fashion. Work around the clock, when needed, to make tight deadlines.

Senior Pharmaceutical Editor – Sudler & Hennessey (div., Young & Rubicam)—New York, NY current Edit, revise, ride herd on ads, brochures, slide decks, posters and all promotional materials for a range of pharmaceutical clients. Footnote, annotate, check references. Antipsychotics, anti-breast cancer products,

Director, Media Education – Center for Security Policy – Washington, DC 2008 – '09 Policy council: media/PR; teleconferences; time-sensitive newsletter; sponsor interface; write/edit mission-critical briefing documents; retrieve documents; contact media; blogs/web monitoring; donor cultivation; CFO/CEO outreach: war-gaming, advocacy, analyses of “shariah-compliance.” ‘Undercover’ assignments for intel coverage of off-record meetings.

Adjunct Professor – Baruch College – New York, NY 2006 – ‘10 Create and present multimedia curricular materials in critical thinking, business writing and media communications. Certified (2008) to vet MBA acceptances. Curricular planning council. Advisor ( applications). Norming and qualifying exams.

Writer/Editor/Accounts – Rogers Medical Intelligence Solutions – New York, NY 2005 Conference reports; abstract client documents; product updates. AMA; priced client products attractively vs. competition by equalizing unequal weights/sizes/packaging; retrieve/write abstracts; product profile/opposition research; rework seminars, op-eds, influence mapping, war gaming, lit review for product lines, CSRs, INDs, clinical data. Consistency review. SOPs. Conform product labels to new clinical data, updates. Strategize branding options, pricing, placements. Proof, fact-check. edit.

Adjunct professor – HUAZHONG & WEN HUA UNIVERSITIES – Wuhan, Hubei Province; and ZHEJIANG UNIVERSITY, Jiao Jiang, Yuhuan campuses, Zhejiang Province, PRC, 2003 – ‘05 Collaborate with indigenous pros to deliver lectures, educational activities in advanced language topics for undergrads, mid-career professionals at intensive programs at four university locations in the People’s Republic. VP functions, media events. Radio/TV appearances. Speeches for university. Coach.

Host –“CONVERSATIONS WITH MARION” (weekly call-in radio show), Wuhan, Hubei province, China, 2003 – ‘05 - Explore high-profile topics in health, education, arts/music; facilitate talk with listeners/guests in two languages. Bring US critical thinking to provincial Chinese audiences.

Producer/Booker/Call screener – WMCA; WEVD – New York, NY 2000 – ‘05 [...] In China)

Produce/host weekly call-in show: Personally secure high-profile A-list guests, facilitate on-air talk, follow-up,develop segments. Skits, new material; 30' ad spots. Scripts. Call board monitoring.

Documentation Specialist/Writer – Pfizer Pharmaceuticals – New York, NY 1999 –2003 Post-marketing documents including clinical protocols, clinical study reports, study synopses, IND, NDA and MAA submission documents, safety narratives, registry reports, observational studies, risk evaluation and mitigation strategy (REMS) assessment reports, knowledge, attitude, and behavior surveys (KABS), departmental standard operating procedures (SOPs), and abstracts/manuscripts. Conforming, writing, editing; oversight, proof, process FDA-targeted documents. Create patient information brochures (PILs); CSRs; PSURs; international affiliates, style guides for PSURs, SOPs, NDA submissions, IND’s for FDA review. Celebrex. Viagra. Zolofit, Lipitor. Develop, proof, reconfigure formularies/presentations. Posters; slides; newsletter. Regulatory, Labeling, Epidemiology, Advertising modules.

Copy Chief – PARENTS – New York, NY 1998 – ‘99 Rewrite, process, edit multi-page monthly for mass market. Research, write market-driven pieces. Synopses. Vet blues. Headlines, decks. Lead copy team/art staffers within taut deadlines. Table of Contents capsules. Managed with smaller staff by effecting economies and instituting flextime.

Account Manager/Writer – HARRISON-EDWARDS PUBLIC RELATIONS – Bedford Hills, CT 1997 Draft broadcast kits, materials, draft articles; troubleshoot media issues for medical, lifestyle, healthcare venue clients of this leading PR firm. Handled client errors and did damage control and orders. Update product profiles, labels. Research, synthesize; manage, track accounts.

National Sales Manager – IM/EUROBAND INC. – Fairfield, NJ 1992 – ‘95 Print ads, create surveys for neurosurgeons on their need for surgical convenience products. Plan and execute national promotions, releases, sales media kits for medical instrumentation- and surgical-kit manufacturer. Represent IM at conferences, trade shows and exhibits; quarterly sales presentations; bid for government contracts. Supervise sales force plus administrative, warehouse staffs. Troubleshoot, monitor compliance, damage control, cultivate global clients, strategy, onsite research. Promo surgical products in EU, Russia, Mid-East. \*\*Save [...] design, innovative brand displays; create sticky presentations for med attendees.

Copy Editor – TIME– New York, NY 1986 – ‘92 Copy edit news items, weekly essays, international relations packages. Vet headlines, decks, cover copy. Refine high-profile interviews, redact sections and topics. Proof/ research/copywriting/fact-check.

Writer/Manager – KING-HITZIG PRODUCTIONS – New York, NY 1992 Collaborate with comic Alan King, producer Rupert Hitzig on Emmy-winning \$4mm fundraiser, higher return than prior agencies for the client. Partner with Robert Redford, Jerry Stiller, Paul Newman, Bette Midler for 4-hour TV funder.

Reporter – NYJ POST – New York, NY 1990 – '97 Investigative pieces on community, healthcare, Wall Street, finance, cuisine, film/theater, art, Mid-East. Extend editorial reach and distribution by covering more issues in depth than heretofore.

Documentation – FOUNDATION CENTER – New York, NY 1994 – '95 – Source grants, awards.

Managing Editor – SPECTACOLOR NEWS/FOX-TV – New York, NY 1990 – '92 Hire, supervise, train 14-writer unit. Write/update Times Square headline "news-zipper." Support news from 6 am - 11 pm.

Copywriter – J. Walter Thompson; Benton & Bowles – New York, NY 1987 – '89 Specialty copywriting: pharmaceutical, optics, cosmetics, high-speed duplication, active-wear. Deltakos, Medicus pharma arms.

#### Related Experience

Researcher/Correspondent – GLOBAL STRATEGIES GROUP – New York, NY 1994 Broad-scale data collection, input. Interview high-net-worth CEOs on healthcare, immigration, population.

Proposal Writer – NEW YORK CITY BOARD OF EDUCATION – New York, NY 1991 Create content, edit projects for high-IQ and intellectually challenged student programs & modules.

Instructor – INTERNATIONAL SCHOOL OF BANGKOK – Bangkok, Thailand, 1984 – '85 Instruct diplomatic corps progeny in high school history, English communications, drama. Concomitant: General interest/features written for Bangkok World Daily.

#### EDUCATIONAL BACKGROUND

Master of Fine Arts, Journalism/Speech – MIDWESTERN UNIVERSITY – Wichita Falls, TX

Master of Business Administration, AMERICAN WOMEN'S EDUCATIONAL CORP. – NY, NY

Bachelor of Fine Arts, Speech & Theatre – CUNY- NY, NY

TESOL Certification: Medicine, Business, Law, 2005 ST. JOHN'S UNIVERSITY – NY, NY

New York State Teaching and Norming Certification and Accreditation, 2008 – NY, NY

Consultancy/Freelance: One book edited for Pointed Leaf Press won the 2014 National Book Award for nonfiction: Kabbalah; awarded March 2014. CME writing/editing, blogs, pharmaceutical and corporate healthcare, and specialty advertising agencies, independent ghosting/scripting for diverse authors; Current: Medical agency LLNS: copy, conforming to FDA regulations, updates, senior editor, new manuscripts, ads, detailers, NDIs, slide decks; proposals. Developing, managing briefings, webinars, conferences; moderator, three workshops. Board member, medical 501(C)3. Current: Senior Corporate Trainer, Administrative Director, NYS Election Law, Board of Elections, NYC. Nonfiction author: Sourcing Diamonds (Wiley 2013). Reviewer, specialty books, Investigative Project, Washington, DC, 2013-current. Weekly correspondent for American thinker, Daily Speculations; Freeman Center for Strategic Studies, filmfestivaltraveler.com, The People's Cube, Vocabula Review.