

Laura Mosiello

SVP, Engagement Strategy & Creative Performance | Creative Director & Copy Lead

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Seasoned content strategist, copywriter, and creative director with 15+ years of experience guiding cross-functional teams and producing high-impact, data-driven work that builds trust, inspires action, and delivers measurable results. Specializes in engagement strategy, content optimization, and creative performance. Works across healthcare (pharmaceuticals, biotechnology, and medical devices for HCP, consumer, payer/managed markets, sales, and corporate audiences); technology; finance; and CPG industries.

Expert at transforming complex ideas into clear and actionable strategies and emotionally resonant messaging. Adept at leading and mentoring teams, optimizing workflows, and ensuring alignment across channels for maximum reach and impact.

Core Skills & Expertise

- Omnichannel Campaign Development & Tactical Planning
 - Creative Direction
 - Copywriting (Consumer, HCP, Payer, Sales Training, Corporate Communications)
 - Content Strategy
 - Market Research & Testing
 - Business Development & Pitch Presentations
 - Campaign, Resource, Budget & Timeline Management
 - Regulatory & Compliance Considerations
 - Engagement Strategy
 - Social Media & Audience Analytics
 - Data-Driven Insights & Reporting
 - Workflow & Process Improvement and Agentic AI Automation
 - Cross-Functional Collaboration & Leadership
 - Performance Frameworks
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Key Accomplishments

- Helped launch in-house agency, saving \$2.25M annual spend and improving creative control and turnaround efficiency.
- Built and mentored high-performing copy teams, established a template and reference library designed to enhance skill sets and minimize ramp-up time and annotation time.
- Developed a digital and social analytics framework to guide data-driven creative optimization.

- Created cross-channel content strategies that unified brand voice and increased campaign efficiency.
 - Streamlined workflows and approval processes, reducing project turnaround times.
 - Led retention-focused content for an international trade brand, boosting engagement and membership renewals.
 - Designed and launched an automated learning platform product suite adaptable across 16+ industries.
 - Developed plug-and-play templates that reduced user implementation time.
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Professional Experience

Creative Director | Content Strategist | Copywriter (Contract/Freelance)

Multiple Agencies | July 2007 – Present

Lead content strategy and copy development for multichannel campaigns

Provide content strategy and copywriting services for individual projects and comprehensive campaigns. Industry experience spans healthcare (hospitals, insurers, pharmaceutical, biotech, and medical device brands across 70+ therapeutic categories; Payer, Consumer, HCP, sales training, corporate audiences) and finance, law, technology, business services, nonprofit, and consumer goods. Collaborate with major agency holding companies, including Publicis, WPP, McCann, Omnicom, and IPG, and global corporations, including: AbbVie, AstraZeneca, Pfizer, Sanofi, UnitedHealthcare, Chase Bank, and Verizon.

- Lead strategic and creative development for multi-channel campaigns across email, social, digital and print
- Develop content strategy and editorial calendars to maintain consistency and efficiency
- Translate clinical offerings into accessible, engaging copy that supports understanding and retention
- Conduct competitive audits, message testing, and performance analysis to optimize campaign results
- Manage and mentor junior copywriters, providing feedback, editorial guidance, and growth support
- Collaborate with account, project management, art, and UX design
- Oversee individual and team copy QA for brand voice, clarity, accessibility, and regulatory compliance

SVP, Engagement Strategy & Creative Performance (Contract)

Amplify Social | 2025 – Present

Lead engagement strategy for social campaigns

Partner with brand marketing and agency teams by evaluating and elevating their social engagement strategy through tailored audits, analytics and insights, and report on strategic and creative direction improvements.

- Build data-driven frameworks to assess and improve social engagement, reach, and retention
- Conduct creative and content audits to identify opportunities in storytelling, UX, and brand voice

- Translate insights into actionable playbooks for strategy, copy, and creative execution
- Align creative performance with measurable brand and audience objectives

Director of Strategy and Creative

Blueprint Media | 2020 – 2025

Led educational design and resource development for 16 brands

Design copy and creative for self-guided learning resources that promote clarity, autonomy, guide actionable progress and sustainable results.

- Design strategic frameworks that simplify complex concepts into accessible, repeatable systems for digital education and content development
 - Use competitive intelligence to guide brand distinction and storytelling to optimize results
 - Conduct audience research to ensure content relevance, clarity, and value for target users across industries
 - Lead curriculum and program design, aligning educational content with user goals, outcomes, and learning pathways
 - Develop client content strategy and editorial calendars
 - Establish operational workflows for content creation, delivery, and digital asset management, increasing efficiency and consistency
 - Design content systems that streamline production, scheduling, and distribution across social media, email, and online platforms
 - Create engaging creative assets, training materials and operational tools that support audience needs, and educate and empower users
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Education & Certifications

- **Postgraduate & Professional Certifications:** Business Management, Content Strategy, Content Marketing, Digital Content Planning, SEO, Social Media Strategy, Social Listening
 - **MFA, Writing** – Sarah Lawrence College
 - **BA, English Literature & Writing** – Wheaton College
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Technical Skills

- Figma
- Google Workspace
- Microsoft 365
- Trello
- Adobe Creative Suite
- CMS Platforms
- Social Listening and Monitoring Platforms
- AI Integration of Content and Automation Tools
- SEO/Analytics Platforms

Portfolio

Specific project or client types available upon request.

<https://freelancepharmacopywriter.com/portfolio-1>