



shravya arra

Contact

shravya.arra@gmail.com

281 896 7080

Skills & Abilities

- PowerPoint and Word
- Adobe InDesign, Illustrator
- Ziflow, ProofHQ
- Presentation and Client relations skills

Languages

English

Telugu

Sanskrit

Spanish

Experience

VML HEALTH— SENIOR COPYWRITER

OCT 2022-PRESENT

- Directed Reevaluate Asthma Rescue project from storyboard to final video to make Airsupra information more interactive for payer audience
- Created and led launch tactics across multiple brands within Sanofi and Pfizer portfolios to ensure an efficient and timely dissemination of launch-related information to payers
- Curate versatile deliverables for brands across AstraZeneca, Pfizer, and Johnson&Johnson including value briefs, payer value propositions, and email templates to assist presenters with specified market access information
- Maintain strong client relations for over two years to encourage development of innovative materials to add to their library of communication methods

BIG SPACESHIP—ASSOCIATE COPYWRITER

JUL 2021-JUL 2022

- Developed brand voice for Evolve and Google through carefully curated in-house photo shoots for social media content
- Pitched for and helped acquire two new brands to the client portfolio: Amazon Prime and Fast Twitch

ENTRÉE HEALTH—COPYWRITER

NOV 2020-JUL 2021

- Advocated for multiple Boehringer Ingelheim brands to payers via informational materials such as slide decks and flashcards
- Co-developed promotional materials for Spiriva Respimat and Stiolto Respimat on multidisciplinary teams
- Practiced research skills to annotate medical information accurately in promotional deliverables

Education

THE UNIVERSITY OF TEXAS

AUSTIN, TX | CLASS OF 2020

BS. Advertising, Minor in Sanskrit and Business Foundations