

Dale Choate

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EDUCATION

BA in Advertising Copywriting, Reynolds School of Journalism, and Studio Art, University of Nevada, Reno, 2002-2006

AA in Graphic Design and Illustration, Seattle Central Community College, 1999-2001

Nuclear Power Machinist Mate, U.S. Naval Nuclear Power School, 1991-1993

CAREER SKILLS

I'm a storyteller at heart, driven by data and inspired by science. I love seeking out the insight within the analytics and data to create communications that inspire as well as inform.

I have experience working across a wide range of therapy areas including diabetes, respiratory, dermatology, oncology, cardiovascular, neurology, rare diseases, clinical studies and more. I create work for PCPs and secondary care specialists, patients, caregivers, advocacy groups, public awareness as well as internal stakeholders.

WORK EXPERIENCE

2025

Freelance Senior Creative

I've worked with many freelance writers over my years in agencies and leading creative teams. I know there is nothing more important than delivering to the timeline and brief. I enjoy tackling projects for everything from writing detailing aids for your existing clients to big conceptual thinking for new business opportunities.

2022 - 2024

Creative Director, Inizio Evoke

As Creative Director I worked with the leadership team to define our vision as a creative-first full-service agency. I lead creative teams across brands and accounts as well as new business opportunities. I work with client services and operations to ensure we meet all our creative resourcing needs to deliver the highest quality work.

2018-2022

Head of Copy, Evoke Group

I was the manager for a team of creative copywriters. I worked closely with senior management to align our house style across multiple brands and introduce a new briefing process. I created a modular messaging architecture to help local markets implement global campaigns. I worked on established brands as well as developing a major global launch for a new respiratory and rare disease brand. I collaborated with multiple teams across brands to ensure all creative work exceeded client expectations.

2017-2018

Senior Creative, Concentric Health Experience UK

I was a member of a small team, starting up a new European agency for an established US network. I lead the creative and strategy from the UK while working closely with our team in New York. I was responsible for aligning global work with the EMEA, managing a fluid creative team and presenting our work to clients. My role also included working on new business development as well as the promotion of our new agency in the UK.

2016-2017

Senior Creative, Blue Latitude Health

I came to Blue Latitude for the opportunity to lead the creative on a groundbreaking oncology brand. I was part of several successful pitches at the local level and regional level as well as a global prostate cancer brand and oncology portfolio. I worked closely with our Strategy, User Experience and Consultancy departments on conceptual work as well as writing presentations and below-the-line copy. I worked on a range of brands in healthcare and beyond, including digital details, apps and websites, animations, videos and congresses.

2014-2016

Associate Creative Director, Sudler London

I managed teams of copywriters and art directors on brands in diabetes, cardiovascular health, anti-infectives and vaccines, and respiratory. I was the creative lead on three of the five biggest brands in the agency. I worked closely with our Executive Creative Director, Heads of Strategy and Digital and the Client Services Director on pitches, client workshops, initiatives and awareness campaigns to bring in new business, grow existing brands and add greater value to what we offer our clients.

2013-2014

Senior Copywriter, Sudler London

I joined Sudler London as a Senior Copywriter taking on brands in the BI diabetes portfolio and as the lead writer for Pfizer's ELIQUIS, working with the EMEA and UK clients.

2011-2013

Senior Copywriter, Havas Life and H4B London

In addition to copywriting I assumed a greater client-facing role in conducting workshops, presentations and pitches. I worked closely with our planners and account leads to develop creative strategies as well as new ideas and services to provide added value for our clients.

2009-2011

Copywriter, EuroRSCG Life and Havas Life

I worked extensively on campaigns, creative concepts and tactics for global pharmaceutical clients. I created goal-oriented solutions with impactful, emotive creative work differentiating brands in often crowded markets. My work included market research, conceptual work and copy both above and below the line in ethical and direct-to-consumer campaigns.

2007-2008

Copywriter, Huntsworth Health

Working within a creative team I developed concepts and copy for advertisements, sales and detail aids, digital media and collateral material for pharmaceutical and healthcare industry clients. I worked on branding and campaign development with our account team and the client as well as supporting pitches for new business.

2005-2006

Production Artist, Greg Mason Advertising Arts

I created advertising for local businesses including casinos, banks, mortgage companies and the City of Reno.

2004-2006

Graphic Designer, Inkblot Promotions

I created print and digital promotional materials, websites, logo designs, collateral and advertisements for the university.

2002-2004

Wildfire prevention, US Forestry Service

My role involved fieldwork identifying wildfire risk as well as monitoring and recording the health of local trees and foliage.

2002-2006

Full-time student at the University of Nevada, Reno (UNR)

I graduated from the Reynold's School of Journalism, a consistently ranked top-tier journalism school in the States. At UNR I worked in the school media programme and covered politics for local and regional journalism.

1999-2000

Mechanical Engineering Technician, SeaMED

I researched materials and products used in the manufacture of medical devices. I helped design a testing device for a pump to be used in open-heart surgeries and created a quality assurance programme to validate the design and operation of a new device for stem cell transfers. I also helped design the CoinStar machines you might have seen in a supermarket entrance!

1997-1999

Molecular Biology Research Assistant, Immunex.

I cultivated, extracted and prepared samples of engineered DNA from bacteria to be used in research for possible treatments and cures for immune system related diseases. I was (an admittedly very small) part of the team that brought the successful drug Enbrel to market.

1991-1997

Nuclear Power Machinist Mate, U.S. Navy

As an Engine Room Supervisor, I was responsible for the safe operation and maintenance of a nuclear power plant and all of its secondary systems on board our submarine, as well as supervising up to 12 engineering department personnel. On board the USS Alaska, I qualified all stations and became the Quality Assurance Supervisor responsible for all nuclear and submarine safety maintenance. In that role, I created training and maintenance plans for the crew and was awarded an Admiral's Commendation for manufacturing a critical replacement part at sea allowing us to complete our mission.