



Mia Von Eisenburg



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EDUCATION

James Madison University, 2020-2024

Harrisonburg, VA

B.S. in Media Arts & Design - Creative Advertising

Minor in Writing, Rhetoric, & Technical Communications

KEY SKILLS

- Content Development
- Creative Concepting
- Writing & Editing
- Branding
- Team Collaboration
- Problem Solving
- Client Support
- Microsoft Office Suite
- Adobe Acrobat

ORGANIZATIONS

Bluestone Yearbook, 2023-2024

Scratch Pad Ad Agency Club, 2021-2024

Kappa Alpha Theta Sorority, 2021-2024

PROFILE

With over two years of experience crafting clear, compelling campaigns in pharma advertising, my true passion lies in the art of storytelling across any medium or industry. I excel at taking complex ideas and turning them into engaging, relatable copy that truly connects with audiences. Calm under pressure and deeply collaborative, I bring a proactive, versatile approach to creative teams looking for messaging that makes an impact.

PROFESSIONAL EXPERIENCE

Fingerpaint Group

Associate Copywriter, August 2024-Present

Crafted creative campaigns for leading pharma and medical device brands across HCP and patient audiences. I conceptualized and produced copy across high-impact touchpoints while collaborating with art directors, medical strategists, and account teams to drive creative production.

- **Digital & Print Campaign Production:** Concepted and scripted high-engagement digital ads, (YouTube, social, banners), web portals, sales decks, and targeted HCP/patient print assets
- **Experiential & Field Marketing:** Designed messaging for interactive conference materials, booth experiences, and sales materials used by field force teams
- **Regulatory Navigation:** Successfully resolved complex regulatory pushback by restructuring scientific claims while maintaining clinical accuracy and narrative impact

Copywriting Intern, Summer 2024

- Assisted team members in writing promotional and educational content for healthcare providers and patients
- Developed skills in creative messaging & team collaboration

RELEVANT EXPERIENCE

Scratch Pad Ad Agency Club, James Madison University

Executive Copywriter, Fall 2023-May 2024

- Facilitated creative briefs and market research to develop end-to-end concepts for mock and real-world ad campaigns
- Drafted engaging web copy, including team bios, aligning with agency branding and tone
- Collaborated with cross-functional creative teams to brainstorm, refine, and execute targeted advertising strategy

Bluestone Yearbook, James Madison University

Yearbook Writer & Designer, Fall 2023-May 2024

- Wrote stories for featured on-campus events
- Drafted page designs and layouts
- Developed skills in design and creative writing

Content Development & Branding, Fall 2023

- Researched consumer trends to inform content strategy for local promotional campaigns
- Designed and illustrated a print magazine ad and interactive digital ad assets for local grocery store promotions
- Created multi-slide Instagram carousel posts using Adobe InDesign, optimizing visual hierarchy for consumer engagement

Barrows Ad Agency, New York City, NY

Strategist/Copywriting Intern, Summer 2023

- Shadowed creative team members during client meetings
- Assisted in consumer trend research
- Gained insight into the working culture of an ad agency and became knowledgeable in team collaboration

Content Development & Branding, Fall 2022

- Produced Instagram & blog page about skincare tips for college students
- Acquired skills in creative writing & brand design