

# ERIC KENNETH NIEDERMAN

Astoria, NY 11106 • Cell: (516) 359-9886 • E-Mail: eric.niederman@gmail.com • Website: [www.ericniederman.com](http://www.ericniederman.com)

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## EXPERIENCE

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| Mar 2018 – Present   | <b>PIXACORE</b><br><b>Group Account Supervisor</b> <ul style="list-style-type: none"><li>• AOR Account lead for in-market, FDA accelerated approval product for rare blood cancer</li><li>• Manage and facilitate multi-agency brand and tactical planning for future brand promotional activities</li><li>• Oversee account activities and tactics for globally-approved in-market oncology products</li><li>• Manage and mentor junior account team members and direct reports</li><li>• Work closely with creative, strategy, and production teams to ensure print and digital tactics are on strategy</li></ul>   | New York, NY |
| Apr 2015 – Mar 2018  | <b>McCANN HEALTH</b><br><b>McCANN HUMANCARE, Account Supervisor</b> <ul style="list-style-type: none"><li>• Tactical lead for DTC print, TV, and video projects for immunotherapy, OPDIVO, across multiple tumor types</li></ul><br><b>McCANN HEALTHCARE, Account Supervisor</b> <ul style="list-style-type: none"><li>• Global tactical lead &amp; client point-of-contact for branded and unbranded digital and print HCP projects</li><li>• Developed creative briefs to ensure creative team alignment with strategy and client needs</li><li>• Contributed to strategic insights via competitor landscape monitoring, providing relevant updates and POV to client team</li><li>• Active role in market research to ensure insights reflected in final campaigns</li><li>• Active participation and attendance in new business pitches</li></ul> | New York, NY |
| Aug 2013 – Apr 2015  | <b>MSCG (OMNICOM)</b><br><b>UNIFIED/WILDTYPE &amp; BIOLUMINA, Senior Account Executive</b> <ul style="list-style-type: none"><li>• Awarded WildType Account Employee of The Year Award</li><li>• Managed US and Global launch of first-in-class cancer immunotherapy (KEYTRUDA), with accelerated (Subpart E) approval</li><li>• Steward for the coordination and assembly of OPDP (DDMAC) binders for pre-clearance of launch tactics</li><li>• Partnered with vendors for development of digital tactics including MOA videos, convention kiosks, iPad apps, and eBlasts</li></ul>  | New York, NY |
| Apr 2013 – Aug 2013  | <b>HAVAS LIFE NEW YORK</b><br><b>Account Executive</b>  | New York, NY |
| Oct 2011 – Nov 2012  | <b>CADEX MEDICAL, A DIVISION OF THE INTERPUBLIC GROUP OF COMPANIES</b><br><b>Account Executive</b>  | New York, NY |
| Oct 2009 – Sep 2011  | <b>MEDICUS INTERNATIONAL NEW YORK, A DIVISION OF PUBLICIS GROUPE</b><br><b>Account Coordinator</b>  | New York, NY |
| Summer 2009  | <b>DRAFTFCB (FCB HEALTH)</b><br><b>Account Intern</b>   | New York, NY |
| Summer 2008  | <b>SUDLER &amp; HENNESSEY</b><br><b>Account Intern</b>  | New York, NY |
| <b>EDUCATION</b>   | <b>Continuing Education: Introduction to Creative Advertising &amp; Creative Thinkers Wanted</b><br><b>SCHOOL OF VISUAL ARTS, NEW YORK, NY</b><br><br><b>Bachelor's in Business Administration in Marketing</b><br><b>HOFSTRA UNIVERSITY, HEMPSTEAD, NY</b>   |              |
| <b>SOFTWARE SKILLS:</b> Veeva (Vault, iRep, Content Factory), EAS/SAP, Workfront/ProofHQ, MavenLink, regulatory submission systems (Mercury, Zinc, ATLAS, APRIMO/T2E, FirstDoc/eRC, ePTS, Veeva), Google Analytics, Datavision, Excel, Word, Social Media Monitoring, Lotus Notes, HTML, Photoshop, Flash, Final Cut Pro |   |              |

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