



## MICHELLE ORTEGA

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## GREATEST HITS

### CDM NEW YORK

NEW YORK

#### Account Supervisor (Pfizer Inc.)

April 2014-Present

- Tactical lead on Multicultural, Care Transitions & state-specific platforms worth \$3.6M in agency fees
- Host team-wide brainstorm and oversee the development of all promotional tactics to ensure pieces are on strategy
- Manage the growth and development of Associate Account Executive; provide mentorship to Account Executive

#### Senior Account Executive (Pfizer Inc.)

Jan 2013-March 2014

- Tactical support on surround sound field communication plan worth \$1.0M in agency fees
- Developed agency POVs on market issues and trends in the healthcare and Group Practice space
- Participated in client strategy sessions and provide input on creative staffing plans

#### Account Executive (Novo Nordisk, Pfizer Inc.)

Jul 2011-Dec 2012

- Crafted creative briefs and conducted project start up meetings
- Participated in Medical, Legal and Regulatory reviews and relayed comments to the agency team
- Managed finances and billing for all agency fee and out of pocket costs

#### Traffic Coordinator (Genentech)

Mar 2011-Jun 2011

- Developed timelines in a creative manner to meet aggressive deadlines while being mindful of quality control
- Managed comprehensive status reports explaining content of a job, previous and next steps to completion of project
- Implemented new best practices to balance quality control, time efficiency and tactical follow through

#### Team Support Manager (Novo Nordisk)

Mar 2010-Feb 2011

- Interacted with members of the agency product team to ensure accurate information exchange
- Prepared and tracked estimated budgets for product jobs and circulated to client for appropriate approvals

### UNDER30EXPERIENCES

NEW YORK

#### Community Member

Dec 2013-Present

- Advocate and spokesperson for U30X (making travel more accessible for young, working professionals) in NYC
- Build NYC travel community by means of social media marketing and public relations output

### WORDPLAY

RIDGEWOOD, NJ

#### Resident Creator

Aug 2009-Present

- Design and construct various art pieces sold to a client base from home

## REWIND

### BOSTON UNIVERSITY, COLLEGE OF COMMUNICATION

BOSTON, MA

#### Bachelor of Science in Communication

#### Concentration in Advertising

## BREAKING NEWS

- Panel speaker at the Filipino Intercollegiate Networking Dialogue Conference at Harvard University (April 2013)
- Member of Toastmasters Club at CDM New York (June 2013)
- Event Manager for Pharmapalooza, raised over \$80,000 for the Children's Hospital at Montefiore (Nov 2013)