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EVAN M. SMOAK, PH.D.

PROFESSIONAL EXPERIENCE

SENIOR COPYWRITER

RAZORFISH HEALTH, PHILADELPHIA, PA

2018 – Present

- Lead writer for Genentech book of business for Huntington’s disease therapy RG6042
- Lead writer for AstraZeneca/Merck book of business, responsible for developing messaging for branded and unbranded assets for LYNPARZA Diagnostics, LYNPARZA Ovarian (SOLO-1 Launch), Pan-Tumor disease education campaign, and beBRCAware; created both print and digital pieces for HCP and DTC audiences
- Work with Creative Director to oversee overall style, structure, voice, and tone of all content, while crafting a content strategy to unify Diagnostics across all indications for the brand
- Craft messaging and content strategy for pan-tumor, pancreatic, and prostate cancer disease education initiatives
- Actively participate in strategic meetings and market research
- Built productive working relationships across disciplines to ensure that we delivered outstanding work to clients
- **Client experience:** AstraZeneca/Merck (LYNPARZA), Genentech (RG6042)

SENIOR MEDICAL COPYWRITER

MEDICAL COPYWRITER

THE NAVICOR GROUP, PHILADELPHIA, PA

2017 – 2018

- Lead writer for the Loxo Oncology book of business, responsible for developing messaging for medical affairs, branded, and disease education initiatives across a range of health care professional-facing materials, both print and digital
- Manage junior writers within budget and scope of assigned project, while helping develop them professionally
- Write tactical proposals to secure organic business growth with clients
- Work with Creative Director and Associate Creative Director to oversee overall style, structure, voice, and tone of all content, while providing holistic guidance to develop creative work that was grounded in a deep scientific understanding of the brand strategy and the psychology of our target audience
- Actively participate in strategic meetings, war games, market research, and brand planning with clients
- Foster incredible working relationships between the Creative and Account teams to facilitate open communication and a collegial atmosphere that results in great work
- **Client experience:** Loxo Oncology (VITRAKVI, LOXO-292), Teva Biosimilars Franchise (rituximab biosimilar, trastuzumab biosimilar)

MEDICAL WRITER

ARCUS MEDICA, PHILADELPHIA, PA

2016 – 2017

- Lead writer for Bristol-Myers Squibb book of business, developing a series of 5 informational podcasts on the topic of glioblastoma multiforme, focusing on the patient journey, treatment landscape, and interviews with KOLs
- Executed training slide decks for MSLS and internal training for client brand teams
- Actively participated in project and brand planning for clients
- Created scientific backgrounders to provide disease education to team members

- **Client experience:** Bristol-Myers Squibb (Worldwide Medical Content Group for Glioblastoma Multiforme), AbbVie (Venclexta), Incyte (Jakafi, epacadostat)

POST-DOCTORAL ASSOCIATE

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY, NEW BRUNSWICK, NJ

2016

- Managed several projects and ensured that they finished on time, within budget and scope of work
- Responsible for design and execution of experiments in the fields of reproductive biology, infertility, and genetics, with goal of developing genetic screen for infertility
- Provide mentorship and training to new lab members regarding lab SOPs and reproductive biology techniques
- Implement new molecular biology technologies and establish new lab protocols for tissue culture work

GRADUATE STUDENT

UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PA

2010 - 2016

- Managed several projects in parallel and ensured that they stayed on-target for scope, budget, and timeline
 - Successfully designed, executed, and analyzed experiments while implementing new scientific tools in the fields of epigenetics, centromeric chromatin, and reproductive biology
 - Prepared manuscripts describing novel experimental results for submission to scientific journals
 - Wrote successful grant applications that resulted in funding through private and government agencies
 - Assembled and reported on novel scientific findings at 6 international conferences
 - Presented frequent research seminars to scientific audiences from a wide variety of backgrounds
 - Responsible for training new lab members in SOPs and techniques
 - Managed laboratory reagent databases and trained users
 - Mentored and oversaw the Master's thesis research of a combined BA/MS student
 - Organized weekly journal club; scheduling speakers and communicating weekly with group members regarding papers selected, seminars of interest on campus, and group news
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EDUCATION

UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PA

Ph.D. Biochemistry and Molecular Biophysics, May 2016

FORDHAM UNIVERSITY, BRONX, NY

B.S. Chemistry, May 2010

Minor: Art History

SELECTED PUBLICATIONS

- **Smoak, E.M.**, Stein, P., Schultz, R.M., Lampson, M.A., Black, B.E. "Long-term retention of CENP-A nucleosomes in mammalian oocytes underpins transgenerational inheritance of centromere identity" **Curr. Biol.**, 2015, 26, 1110-1116.
- Falk*, S.J., Guo* L.Y., Sekulic* N., **Smoak* E.M.**, Mani T, Logsdon, G.A., Gupta, K., Jansen, L.E.T., Van Duyne, G.D., Vinogradov, S.A., Lampson, M. A., Black, B.E. "CENP-C reshapes and stabilizes CENP-A nucleosomes at the centromere" **Science**, 2015, 348, 699-703. ***authors contributed equally to this work**
- Salimian, K.J., Ballister, E.R., **Smoak, E.M.**, Wood, S., Panchenko, T., Lampson, M.A., Black, B.E. "Feedback Control in Sensing Chromosome Biorientation by the Aurora B Kinase" **Curr. Biol.**, 2011, 21, 1158-1165.

AWARDS

- 2015: P. Leslie Dutton Award for Outstanding Publications
- 2013-2015: American Heart Association Pre-Doctoral Fellow, Fellowship 13PRE16810013
- 2012-2013: NIH NRSA Structural Biology Training Grant: 5-T32-GM008275

LEADERSHIP

Referee and Core Values Judge, First Lego League

2011-Present

- Volunteer referee for tournaments where school teams of 9-14 year olds build LEGO robots to complete timed tasks based on an annual theme. Young scientists/engineers apply STEM subjects to real world problems, and develop core values such as professionalism and teamwork.

SKILLS

Languages: English (Native)

Project Management: Slack, WorkFront, Outlook for Business

Word Processing: Microsoft Office Suite (Mac/PC)

Illustration: Adobe Illustrator and Photoshop (Mac/PC)

Data Analysis Software: ImageJ/FIJI, GraphPad Prism
