

Marissa D. Reale

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Detailed, resourceful and passionate healthcare storyteller who advocates for patients and maximizes relationships by crafting compelling narratives that resonate, engage and inspire key stakeholders to achieve strategic business objectives

STRATEGIC COMMUNICATIONS EXPERIENCE

Local Wisdom | Titusville, NJ

Senior Communications Consultant, Product Communications, Neuroscience

November 2020 – Present

- Collaborated with cross-functional teams and managed agency partners to deliver schizophrenia portfolio integrated strategies that drive key business objectives, support market leadership and enhance Janssen Neuroscience reputation
- Led coordination of product communications strategies to increase awareness of long-acting injectable treatment and maintain #1 Share of Voice in traditional and social media
- Influenced content and promotional support for first Janssen Neuroscience direct-to-consumer podcast for patients living with schizophrenia and their loved ones that shares untold stories of individuals' lived experiences with schizophrenia garnering over 5,000 listens in 8 months
- Shaped INVEGA HAFYERA™ (paliperidone palmitate) U.S. Food and Drug Administration approval and commercial availability strategy resulting in website views of 167M+ Unique Visitors per Month, and earned media coverage that averaged 44% of spokespeople quoted and company name included in 80% of headlines
- Developed first digital innovation consumer advisory board series that enabled early insights to influence the development and finalization of a first-of-its-kind behavioral management mobile app for patients
- Strengthened team culture by increasing global employee engagement and awareness of timely key brand initiatives through engaging and educational internal communications strategies for Mental Health Month, including TEDxJNJ Global Mental Health Salon 2022 (2500+ attendees from 26 countries)
- Authored executive leadership and organizational strategic messages for national distribution at quarterly meetings, sales and field training meetings, video and digital platforms

Braithwaite Communications | Philadelphia, PA

Account Executive

December 2017 – November 2020

- Led and executed holistic public relations and media strategies by consistently placing stories in local, regional and national media outlets that garnered millions of earned traditional and social media impressions
- Counseled clients, coordinated multiple teams, vendors and agencies to manage and execute internal and external communications activities for nine accounts across various interests and industries including financial services, technology, higher education, consumer, convenience and nonprofit sectors
- Conducted media and presentation trainings, issues management, messaging workshops, content marketing and brand story sessions with dozens of clients

EDUCATION

Temple University | Philadelphia, PA

Klein College of Media and Communication
Bachelor of Arts, Strategic Communication

School of Tourism and Hospitality Management
Event Planning Certificate