



Marissa Reale

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Fiercely dedicated patient advocate that seamlessly navigates getting closer to health communities through nurturing strategic relationships and differentiated storytelling designed for lasting impact

Strategic Communications Experience

The Janssen Pharmaceutical Companies of Johnson & Johnson

June 2022 – Present

Manager, Product Communications, Janssen Neuroscience

- Leads end-to-end development of integrated product communication and public affairs strategies made to drive business growth for the schizophrenia long-acting injectable portfolio
- Creates and executes external and internal innovative communications strategies, while developing and managing relationships with evolving patient, caregiver, and healthcare provider advocate communities
- Manages creative direction, talent relationships, and content production of first Janssen Neuroscience brand supportive direct-to-consumer podcast-focused storytelling platform for the schizophrenia community that received more than 5,000 listens in its first six months

Local Wisdom

November 2020 – June 2022

Senior Communications Consultant, Janssen Neuroscience

- 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
- Shaped INVEGA HAFYERA® (paliperidone palmitate) U.S. Food and Drug Administration approval and commercial availability communications strategy that received website traffic projections in the hundreds of millions, successfully executed media interviews, and earned media coverage that averaged 44% of spokespeople quoted and company name included in 80% of headlines

Braithwaite Communications

December 2017 – November 2020

Account Executive

- Headed day-to-day account operations including project management, design, content development, and production of campaigns for healthcare, education, consumer, non-profit, and financial clients
- Implemented successful earned media strategies that resulted in countless digital and print articles that featured key messages consistently placed in national, regional, and local media outlets or mitigated negative or inaccurate attention

Key Skills

- Business acumen
- Strategic council
- Issues management and media relations
- Strong writing
- Competitive and innovative spirit
- Anticipatory and resourceful

Education

Temple University | Philadelphia, PA

Klein College of Media and Communication

Bachelor of Arts | Strategic Communication, Public Relations Concentration

School of Tourism and Hospitality Management

Event Planning Certificate