

WORK EXPERIENCE

Wildtype Health

January 2025 to Present – VP, Creative Director

- Developed multichannel campaigns for the brands including CALQUENCE® and a soon to be launched AZ Breast Cancer treatment
- Developed interactive Core Visual Aids for Sales Reps
- Managed art creative staff and freelance talent
- Directed photo shoots on location and remotely
- Directed the production of tradeshow booths and sales force presentations used in large congresses such as ESMO, ASH and ASCO

July 2024 to January 2025 – VP, Associate Creative Director

- Launched TRYVIO® – the first new hypertension treatment in 40 years
- Developed multichannel campaigns for both HCP and Consumer audiences
- Developed interactive Core Visual Aids for Sales Reps
- Managed art creative staff and freelance talent
- Directed photo shoots on location and remotely
- Designed the 2024 AHA booth design to debut TRYVIO®
- Launched both HCP and consumer websites for TRYVIO®

May 2022 to July 2024 – VP, Associate Creative Director (Agile Digital Team)

- Art lead for the Lung indication of KEYTRUDA® HCP
- Interfaced daily with clients in a creative and account capacity
- Worked in Sprints for efficiency and flexibility using the Agile model of development applied to marketing production
- Concepted and developed multichannel assets to support the strategic goals of the brand and indication
- Directed photo shoots on location and remotely

October 2020 to May 2022 – Group Art Supervisor (Agile Digital Team)

- Art lead for the Head and Neck indication of KEYTRUDA® HCP
- Interfaced daily with clients in a creative and account capacity
- Worked in Sprints for efficiency and flexibility using the Agile model of development applied to marketing production
- Concepted and developed multichannel assets to support the strategic goals of the brand and indication
- Directed video shoots on location and remotely

The Entrada Agency

January 2017 to October 2020 - Associate Creative Director

- Developed cross-platform campaigns (Veeva based detail aids, websites, and printed collateral materials) for brands including Suprax®, Methergine®, and Antara®
- Created a unique CRM platform (OA MY WAY®) for patients considering joint replacement–this initiative increased company revenue and won a coveted Johnson and Johnson Burke award as a result
- Designed and developed periodic communications using platforms such as Salesforce and Arches Keystone
- Revised brand strategy and launched a new creative campaign for the co-branded drug EXPAREL®

Digitas Health

January 2012 to December 2016 - Associate Creative Director

- Pitched and developed cross-platform campaigns for the brands Faslodex®, Vimovo®, Arimidex®, Caprelsa®, and Creon®
- Developed interactive iPad presentations for drug representatives of Androgel® and Humira®
- Created an interactive video wall for the Mylan corporate headquarters
- Managed art directors, designers, and freelance talent
- Directed photo shoots on location and at Paramount Studios

2010 to January 2012 - Director, Interactive Design and Development

- Functioned as team lead for the brands Seroquel®, Nexium®, Faslodex®, Victoza®, and Arimidex®

2009 to 2010 - Senior Manager, Interactive Design and Development

- Created interactive websites, video players, animations, and eDetails for brands owned by Astra Zeneca, Bristol Myers Squibb, Sanofi Aventis, Wyeth, Pfizer, CSL Behring, Novo Nordisk, UCB, and Daiichi Sankyo
- Interfaced with clients while managing expectations and production
- Partnered with account management to concept and pitch strategic initiatives

WORK EXPERIENCE

Digitas Health (cont'd)

2008 to 2009 - Manager, Interactive Design and Development

- Mentored interactive designers through direct reporting and company sponsored program
- Managed department schedule and ensured billability for team members, external resources, and freelancers

November 2007 to 2008 - Senior Designer

- Developed interactive presentations and trade show booths
- Designed and programmed banner ads

M3 Health

June 2007 to November 2007 - Interactive Director

- Serviced clients including Sanofi Aventis, Bristol Myers Squibb, Merck, Berlex, Exelixis, Novartis, CSL Behring, and Genta
- Managed creative department consisting of multi-level designers and freelancers
- Oversaw all studio projects in the capacity of art direction, functionality, user experience, and production schedule
- Developed interactive sales applications for tablet PC's using the Proscape platform and proprietary company products

April 2005 to June 2007 - Senior Interactive Designer

- Developed interactive online presentations and consultations for email distribution in the pharmaceutical industry
- Designed and developed presentations and booth materials for trade shows
- Combined video and animation into Flash based presentations to communicate ideas and product information to drug representatives and prescribing physicians

InteliHealth.com (Aetna)

April 2000 to April 2005 - Interactive Designer

- Designed and developed major projects including websites, interactive tools, and product demonstrations for clients such as: InteliHealth.com, DiscoveryHealth.com, Colgate.com, AetnaPharmacy.com
- Worked with institutions of higher learning such as Harvard Medical School, University of Pennsylvania Dental, and Johns Hopkins University to provide clinical accuracy in projects
- Maintained product pages for InteliHealth's online store

EDUCATION

The Art Institute of Philadelphia

Degree in Graphic Design—Graduated in 2000 with Honors