

**SUMMARY**

Versatile art-side creative director with a passion for telling stories. Current brand expertise is in health care—with a keen interest in using patient-created content, especially in the social space. Always up for pursuing the “what’s next” in health care marketing.

**EXPERIENCE**

**PNY HEALTH AND WELLNESS** | 2015 – Present | ACD/CD

Creative direction and leadership for the Health & Wellness group. Brands include:

**Fluzone/Flublok Vaccines (Sanofi)**

- Creative lead on the 2020 launch into social channels, and the 2021 Fluzone and Flublok broadcast spots

**Lo Loestrin Fe (Allergan)**

- Concept development and direction of new campaign “Are you in the Lo?”
- Developed a new broadcast spot using animation to replace planned live-shoot
- FB, Snapchat and Instagram paid posts

**Oncology—CLL/AML immunotherapy treatment**

- Art-side creative lead for a new CLL treatment. Responsibilities include overseeing website updates, tactical planning, online advertising, campaign positioning and patient videos

**Immunology—Leading auto-immune biologic brand**

- Branded and unbranded campaigns for a new indication, HS. Award-winning work includes website, patient videos, innovative patient journey diary, CRM and online videos
- Development and launch of social media initiatives
- Creative development for the launch of a new pill-form RA/PsA drug

**BARBARA SEITZ DESIGN, INC.** | 2008 – 2015

Contract creative direction. Clients included:

- **360i**—Social and interactive marketing for Kraft Foods (Oreo, Dentyne, Kraft Naturals, and Kraft Canada and Comida), National Car, Alamo, and jcpenny
- **Evoke Interaction**—360 pitch work and art direction for Novartis, Allergan, DSI and Amgen
- **G2 Direct and Digital (Geometry)**—Genetech/Xolair, BMS/Orencia, J&J/Doxil and Lilly/Cialis

**G2 DIRECT AND DIGITAL** | 2001 – 2008 | ACD/CD

Built and lead the creative team in the SF office on the **Adobe Systems Account**

- Responsible for creative direction, new business development and day-to-day creative management of the team that produced Adobe’s direct campaigns
- Launched Creative Suite versions 1-5; Acrobat 6-10; Adobe Enterprise Platform

**GREY DIRECT EMARKETING** | 1996 – 2000 | Senior Art Director/ACD

Joined the startup interactive group within Grey Direct as their Senior Art Director

- Developed the first sites for **Seagram Wines, Seagram Corporate, and Chase Credit Cards**
- Art direction of online advertising and microsites for **Oracle, CheapTickets** and **J&J**

**DTC THERAPY AREAS**

**AUTO-IMMUNE:**

Rheumatoid Arthritis  
 Hidradenitis Suppurativa  
 Psoriatic Arthritis  
 Ankylosing Spondylitis

Womens’ Reproductive Health  
 Vaccines (Flu & Pneumonia)  
 Oncology (CLL)  
 Allergic Asthma  
 Medical Devices

**SKILLS**

**CREATIVE**

Tactical Planning  
 Social Media  
 Product Launches  
 Broadcast and OLV

**TECHNICAL**

Illustrator  
 InDesign  
 Keynote/PPT  
 Photoshop

**EDUCATION**

BS Industrial Design majoring in Visual Communication  
 The Ohio State University