

# JERRY D'ASCOLI

Creative Shepherd • Artist • Dachshund Whisperer

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Highly motivated creative, strategist, manager and mentor. Cross-platform for big Pharma, little Pharma, eyewear, patient care, electronics, Hollywood, trains, planes and automobiles. And a peculiar influence over dachshunds...

**Therapeutic Areas**—Cardiovascular, Depression, Dermatology, Diabetes, Gastrointestinal, Oncology, Pain, Respiratory.

**Creative at Large**—NYC, NJ, Philly \ **Havas, McCann—MRM, ...** | 2017–Present

Creative concepts and communications across all mediums for a variety of agencies and clients. Managing & mentoring creative teams. **Pharma—Consumer & Professional • Managed Markets**

**Concentric Health Experiences**—New York, NY \ **Creative Supervisor, Art** | 2015–2016

Created consumer and professional concepts and communications, breathing life back into a stagnant category, as well as re-energizing the client's Managed Market efforts. Managed team and contractors. **Health & Wellness • Pharma—Consumer & Professional • Managed Markets**

**Creative Consultant**—NYC, NJ, Philly \ **Digitas, CDM, Razorfish Health, Rosetta, ...** | 2008–2015

Concepting and execution, team management, strategy, presentations and new business pitching. \$8M+ new biz wins. **Pharma—Consumer & Professional • Medical Devices • Traditional Consumer**

**McCann Worldgroup—MRM**—Princeton, NJ \ **VP, Associate Creative Director** | 1998–2008

Managed & mentored creative teams in strategic digital and cross-platform solutions. \$9M+ new & growth business. Pitched and and won the newly consolidated Port Authority of NY & NJ account. **Health & Wellness • Pharma—Consumer & Professional • Medical Devices • Hospital Systems**

## Achievements

### Launch of Medtronic's newest MiniMed insulin pump system

Pitched and won the project. Developed homepage; patient, product and lifestyle videos; and social and email components.

Client was so impressed that we were awarded the entire site overhaul without bid.

### EpiPen—National awareness campaign | Increases from basis:

250% condition awareness, 40% sales, 67% TV Ad awareness. Digital, television and print drew desired targets—64% adults, 32% children, 64% non-users, 36% users. 14,800 consumers captured for database <5 months.

The FDA endorsed the program due to its strong educational messaging.

**James Madison University** | BFA Advertising with Psychology minor, cum laude.

**Kudos, etc.** | PhAME, DTCs, ECHOs, Effies, John Caples', Clios, Tellys, Addys, Astras, Philly Golds, Beldings, and various client industry awards.

