

As a highly experienced and motivated creative, strategist, manager and mentor I've handled integrated marketing for big Pharma, little Pharma, consumer, physician, and patient care. I take pride in building team and client rapport and trust, maximizing budget limits, and challenging the status quo. And I do all this with a smile because there's no point working as hard as this industry demands and not enjoying it and the people you do it with.

And I also seem to have a peculiar influence over dachshunds...

Therapeutic Areas—Gene Therapy, Immunotherapy, Cardiovascular, Diabetes, Oncology, Respiratory.

Software—Adobe Creative Suite: XD, InDesign, Photoshop, Illustrator, After Effects, Audition, Audacity.

IPG Health—Mosaic Group | Group Art Supervisor/2023–2024/New York–remote

Creative team management, mentoring, presentation, and execution for payer marketing, health systems, pharmacy management, P&T committee membership, and analytics.

Biopharma • Managed Markets • Market Access

McCann Worldgroup—MRM for Health | Art Supervisor–Consultant/2023/Princeton, NJ–hybrid

Creative team management, presentation, and execution of digital, social, motion design, and cross-platform solutions for Novartis.

Pharma—DTC & HCP

Eversana Engage | Group Art Supervisor/2021–2022/New York–remote

Creative team management, mentoring, presentation, and execution of digital, social, apps, video, motion design, and print for Novartis and Horizon. New business pitches.

Gene Therapy • Pharma—DTC & HCP

FCB Health, RevHealth | Creative Consultant/2021/NYC, NJ–remote

Management, creative, execution, and presentations of digital, social, apps, and print for Regeneron and BMS.

Pharma—DTC & HCP

Harrison and Star | Group Art Supervisor/2018–2020/NYC–hybrid

Management, mentoring, concepting, creative, and presentation of digital, apps, video, motion design, print, and convention tactics for Merck, Eisai, Celgene, and Genentech. New business pitches.

Pharma—DTC & HCP

Havas, McCann–MRM | Creative Consultant/2017–2018/NYC, NJ–onsite

Management, creative, and presentations of digital, social, apps, print for BMS, AstraZeneca, and GSK.

Pharma—DTC & HCP • Managed Markets

Concentric Health Experiences | Creative Supervisor, Art/2014–2016/NYC–onsite
Management, mentoring, and creative of digital, apps, video, print, and convention tactics for Sunovion.
Health & Wellness • Pharma—DTC & HCP • Managed Markets

Digitas, CDM, Razorfish Health, Rosetta | Creative Consultant/2008–2014/NYC, NJ, Philly–onsite
Concepting, execution, team management, strategy, and presentations for Pfizer, AstraZeneca, BMS, J&J, Medtronic, Otsuka, and Janssen. New business pitches.
Pharma—DTC & HCP • Medical Devices • Traditional Consumer

McCann Worldgroup—MRM | VP, Associate Creative Director/2001–2008/Princeton, NJ–onsite
Concepting, management, mentoring, creative, and execution of strategy, digital, motion graphics and cross-platform solutions for BMS, J&J, McNeil, Sanofi. New business pitches.
Health & Wellness • Pharma—DTC & HCP • Medical Devices • Hospital Systems

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.