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Experience

VP, Creative Director, Evoke, November 2019-December 2023

Passionate and persistent leader in creativity across multiple brands and in-agency leadership efforts

- Oversaw \$8+ million scope of work across 3 mid-sized brands
- Actively managed and mentored a group of 12 art directors and copywriters at various levels
- Go-to creative leader in new business efforts, as well as internal initiatives to improve agency culture and work/life balance in our remote-working environment

Associate Creative Director, Evoke Giant, October 2017-October 2019

Key decision maker across multiple brands and agency promotional efforts

- Go-to agency art presence across new business pitches and client presentations
- Visual storyteller and client partner for a unique off-the-shelf CAR-T immunotherapy bio-tech
- Created a mentorship program for young creatives and project managers

Group Art Supervisor, Giant Creative Strategy, September 2013-September 2016

Managed and executed multiple brand campaigns across MCM; honed leadership skills

- Partnered with VP account leads as the client point person on all brand planning and strategy
- Creative lead on global and US campaigns for Edwards Lifesciences—developed strong client relationships, brand consistency, and helped increase organic business growth

Art Supervisor, LLNS / TBWA Worldwide, October 2010-August 2013

Led creative execution and strategy on 2 global oncology products

- Creative lead on the global and US launch of Pfizer's XALKORI including all branding, creative conceiving, global market research, and strategic and tactical planning
- Managed a large freelance team during understaffed quarters

Art Director, Publicis Life Brands Medicus, May 2009-September 2010

Daily art director for P&G Crest Oral-B Professionals Market, global and US

- Layout design in print, web, video, and animation for patient education, in-office, convention, and promotional sales materials

Graphic Studio Artist, Publicis Life Brands Medicus, June 2007-May 2009

Global Marketing Intern, AstraZeneca Pharmaceuticals, Summer 2006

Technical Skills

Proficient in the Adobe Creative Suite, Figma, Midjourney, Sketch, Miro, Keynote, and Microsoft Office

Leadership & Achievements

- Board Member for the Parkinson's Education and Support Group of Sussex County (PESGSC)
- Nominee for MM&M's 40 under 40 Award, 2022
- Rising Star Award, Healthcare Businesswomen's Association, 2017
- Future Famer Award, Medical Advertising Hall of Fame, 2013
- Agency Leadership Award, LLNS, 2013
- Published artist in Ellen Lupton's "Thinking with Type", 2008
- Brand identity design for Young Women's Leadership Conference, York PA, 2007

Education

York College of Pennsylvania, Bachelor of Arts in Graphic Communications
Minors in Marketing, Advertising, and Art History; Magna Cum Laude

References

Available upon request