



amy slattery

Associate Creative Director

614.314.6180

alslatts@att.net

Columbus, OH
metro area

linkedin.com/in/
amy-slattery

ABOUT ME

Seasoned Associate Creative Director with extensive experience. Creatively driven, passionate and enthusiastic. Demonstrated history of working across several industries, including healthcare, pharmaceutical, life sciences, insurance and finance. Broad knowledge and experience in various areas including Logo Design and Brand Identities, Bringing Brands to Life, Conceptual Big Ideas paired with Integrated Marketing, Art Directing and Collaborating with Diverse Team Members. Areas of expertise:

- Brand Management
- Project Management
- Collaborative Leadership
- Product Launches
- Strategic Marketing
- New Business Marketing
- Partner with Illustrators and Photographers
- Storyboarding and Video Experience
- Digital/Interactive User Experience and Design

PROFESSIONAL EXPERIENCE

Genicos, a Syneos Health Company, Columbus, OH Jan 2008 – July 2023

Associate Creative Director


Strategic creative, conceptualized thinking that collaborates with the team to ensure that the design, writing and technology we developed achieved the client's communication objectives. Active participant and strong presenter in project critiques within the team and for clients. Facilitator for group reviews. Actively lead several product launches. Strong attention to detail and passion for design, a systems-level thinker and problem solver excited by the opportunity to push the boundaries of constraints.


- Creatively partnered on award winning initiative for Oncology Nursing Society (ONS) named: *'Heroic Hearts'* for Tesaro Pharmaceuticals, Inc. including execution of campaign art, oncology nurse hero video, ONS Congress booth and materials, email blasts, and additional marketing material. Received awards: The Rx Club, MedAdNews/Manny, Stevie/ABA, Davey.
- Created and collaborated on award winning campaign titled *'Just Be'* for Varubi by Tesaro Pharmaceuticals, Inc. generating layouts of campaign ads, physician and nurse promotional materials, unbranded patient empowerment videos, desktop and mobile websites, on-line banner ads, interactive core materials for iPad, trade booth and materials. Earned awards: The Rx Club, MedAdNews/Manny, Stevie/ABA, Davey, Communicator.
- Artistically teamed up on award winning campaign called *'Know the Risk'* Gator Ad for disease awareness for Seattle Genetics, Inc. Received awards: Rx Club, MM&M, Stevie/ABA, Communicator, MedAdNews/Manny.
- Developed original art on award winning campaign named *'Uncover what comes next'* nesting doll ad for market preparation for Clovis Oncology, Pharmaceuticals, Inc. involving designs of campaign ads, desktop and mobile websites, on-line banner ads, convention booth, traffic builder and tactics. Collected awards: Davey, The Rx Club, MM&M, Stevie/ABA, Communicator.
- Created and designed award winning patient consumer superhero character and promotional materials titled *'Comfort Capes'* for Oncaspar by Servier Pharmaceuticals, Inc. Earned awards: MedAdNews/Manny, Stevie/ABA, Communicator.
- Creatively partnered on award winning brand identity and logo for LIBTAYO by Regeneron Pharmaceuticals, Inc. Won award: Davey award.
- Teamed up on designing award winning brand identity and logo, and promotional materials for Mugard by AMAG Pharmaceuticals, Inc. Received award: Communicator.

(continued)

 614.314.6180

 alslatts@att.net

 Columbus, OH
metro area

 [linkedin.com/in/
amy-slattery](https://www.linkedin.com/in/amy-slattery)

PROFESSIONAL EXPERIENCE (CONTINUED)

Self-employed, Columbus, OH Mar 2001 – Jan 2008

Freelancer Art Director

Wide-range of advertising and marketing agency clients emphasizing in pharmaceuticals and finance including: The Navicor Group, GSW Advertising, Ten United, Ryan Partnership.

- Responsible for collaborating with full-time staff while creatively concepting and designing launch campaigns, branding new products, designing support advertisements and specialty items within expected timelines.
- Collaborated with creative team members, account services and production managers on day-to-day projects.
- Created opportunities in building direct relationships with specialized clients. These clients include:
 - Ten United
 - Novella Creative
 - Badertcher Communications
 - The Navicor Group of inVentiv Communications
 - GSW Worldwide of inChord Companies
 - Attaché (Formerly known as Janoski Advertising).

ADDITIONAL RELEVANT EXPERIENCE

GSW Advertising, Columbus, OH

Art Director

EDUCATION

Bachelor of Fine Arts (BFA), Visual Communications School

Minor in Journalism and Art History
Ohio University

TECHNICAL SKILLS

Adobe CC: InDesign, Illustrator, Photoshop and Acrobat
Microsoft PPT