

WORK May 2021–present

AREA 23, New York City, NY

VP, Associate Creative Directors | Nov 2025–present

Associate Creative Directors | Nov 2024–Nov 2025

Group Art Supervisors | Nov 2022–Nov 2024

Art Supervisors | May 2021–Nov 2022

Creative Leads, Lilly Atopic Dermatitis

From creative pinch hitters to brand leaders.

- Co-lead DTC, HCP, and global creative on a multimillion-dollar account, overseeing a 13-person team alongside fellow VP creative leads
- Led a global campaign spanning a multi-week, two-country production, blending traditional photography and AI to build a cohesive visual world across markets
- Played key creative roles in a high-profile celebrity TV commercial, from concept to production, that drove strong consumer engagement and outperforming industry benchmarks

Innovation & AI

We don't wait for a brief to give us permission to be inventive.

- Pioneered the agency's and client's first hybrid AI/traditional photography workflow, bringing together photographers, AI vendors, and creative teams to deliver a 56-image global asset library on time and within budget
- Developed an infant-feeding measurement concept that placed in the top 10 of an agency-wide "What If" competition, advancing into early development with internal teams and university patent holders
- Integrate AI throughout the creative process, from research and concepting to pitches and production, using ChatGPT, Claude, Midjourney, Gemini, Adobe AI, and internal agency tools

Pitching to Production

We don't just concept. We pitch it, sell it, and see it through.

- Serve as the creative faces of our brands, building trusted client relationships and championing the work from first pitch to final production
- Led **"Inaction Figures," winner of MM&M Gold, Professional Sales Tool (2024)**, from concept through production, turning real patient stories into 3D-printed figurines that make the physical limitations of nr-axSpA tangible
- Regularly tapped by agency leadership for high-stakes new business pitches, helping shape creative concepts, campaigns, and presentations
- Built the creative momentum and client trust that helped expand the UCB business to another brand, without a competitive pitch

Team Captains

We lead the people, the process, and the creative.

- Built a stronger, more connected team across all departments through weekly gatherings, open communication, and a focus on collaboration and morale
- Mentor and grow creative talent through 1:1s, hands-on feedback, and opportunities to take ownership, helping team members earn promotions and take on bigger roles
- Manage team resourcing, timelines, and budgets without compromising creative quality

Clients: Lilly, UCB, Novartis, Avadel

Therapeutic Areas: Atopic Dermatitis, Rheumatology, Ophthalmology, Narcolepsy

WORK

2012–May 2021

SPM MARKETING & COMMUNICATIONS, La Grange, IL

Senior Creative Team

- Concepted and executed fully integrated consumer campaigns across TV, print, OOH, digital, social, radio, and direct mail
- Creative directed, managed, and mentored junior teams
- Regularly led client presentations and new business pitches
- Earned numerous healthcare marketing awards and Tellys
- Partnered with 50+ health systems and hospitals nationwide

EDUCATION

Kairee Head

Sara Mersch

COLUMBIA COLLEGE CHICAGO, Chicago, IL

Bachelor of Fine Arts in Advertising Art Direction, 2007–2011

CHICAGO PORTFOLIO SCHOOL, Chicago, IL

Copywriting, 2011–2012

UNIVERSITY OF MISSOURI, Columbia, MO

Bachelor’s degree in Journalism & Strategic Communications, 2006–2010