



**marc cruz**  
creative director

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View my work, please visit: [marccruzcreative.com](http://marccruzcreative.com)  
**Password for healthcare section: Marcs\_meds**

## skills

I can run faster than anyone on my block.

I can also:

- work in teams or as an individual
- UX/UI the hell out of projects
- write purdy good
- be an expert in social media
- fit into small overhead compartments

experience with the following programs:

- adobe creative suite
- MS office
- working knowledge of html, css, sketch, xd, figma, miro

## achievements

- 8 consecutive creative of the month
- addy
- CEA awards
- MM+M

## education

academy of art college, san francisco  
• bfa, advertising design

## experience

**DiD (lucid group)** | october 2021-present | VP creative director

- key role in winning UCB account
- managed and grew the UCB creative teams, both onsite and remote
- directed visual communications through web, direct mail, ipad, events
- directed a team of UX/UI designers and strategists
- directed photo and video shoots (remote and in-person)
- key clients: UCB, cimzia, bimzelx, eversense

**havas sf** | october 2019-october 2021 | creative director

- grew the enbrel and biomarker assist hcp brands from the ground up
- managed and grew the enbrel creative teams, both onsite and remote
- directed visual communications through web, direct mail, ipad, events
- directed photo and video shoots (remote and in-person)
- key clients: enbrel, novartis, aimovig, biomarker assist

**tag** | november 2016-october 2019 | creative director

- ran the day to day operations for creative department
- creative lead on all accounts and key presenter in new business pitches
- managed and recruited global creative and UX teams
- key clients: union bank, levis, tiaa, amgen, bristol myers squibb, ancestry health

**twp worldwide** | april 2015-september 2015 | associate creative director

- creative lead on global accounts and key presenter in new business pitches
- managed a team of twenty plus creatives and UX in three countries and states
- key clients: hp, intel, army, navy, kaiser, orbitz, travelocity

**giant creative strategy** | september 2013-april 2015 | lead interactive art director

- managed a small team of designers and production artists for web and events
- key clients: shire, abbott, astrazeneca, genentech

**twp worldwide** | april 2008-april 2012 | senior art director

- directed visual communications through print, web, events
- managed a small team of designers
- key clients: kaiser, hp, dell, nike, save-a-lot stores

**publicis dialog & modem** | september 2006-april 2008 | senior art director

- directed visual communications through print, web, direct mail
- creative strategy role in pitching to prospective clients
- key clients: hp, calistoga water

**j.stokes & associates** | september 2005-september 2006 | associate creative director

**jwt** | august 2003-september 2005 | senior art director

**crumbs pishonet** | january 2001-august 2003 | senior art director

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## contract/freelance

**digitas health life brands** | may 2016-november 2016 | contract creative director

- managed creative and UX/UI teams of in san francisco and Philadelphia
- key client: abbott

**jwt** | september 2015-november 2016 | contract associate creative director

- managed and created concepts for keytruda
- key client: keytruda

**dae** | october 2015-may 2016 | contract associate creative director

- creative lead on high profile accounts and key presenter in new business pitches for print, web, events
- managed a team of ten creatives and four UX/UI designers and strategists
- key clients: wells fargo, aarp, cathay pacific airlines, fitbit

**cibo interactive** | september 2015-october 2015 | contract associate creative director

- managed and created concepts for subaru, generation tux (ecommerce site)

**r2c group** | august 2011-september 2013 | contract associate creative director

- managed a small team of designers and production artists for digital and events
- key clients: adidas, ea games, skinmedica, fitbit

**kane & finkel** | september 2012-march 2012 | contract senior art director

- lead art director on digital projects i.e websites, mobile apps, banners, digital sales aids, event tools and booths
- key client: cyberonics

**gsd&m, jwt, grey worldwide** | january 2000-january 2001 | freelance art director

- key clients: 7-11, southwest, land rover, ford motors, ihop, pringles