



marc cruz creative director

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To view some of my work, please visit:
marccruzcreative.com. Password for
health & pharma section: **Marc_s_meds**

Skills

I can run faster than anyone on my block.

I can also:

- Work in teams or independently
- Command a meeting, especially in pitches
- UX/UI the heck out of projects
- Write purdy good
- Be an expert in social media
- Fit into small overhead compartments
- Bring experience with product and brand launches
- Thrives in any US timezone

Experience with the following programs:

- Adobe Creative Suite
- MS office
- Working knowledge of HTML, CSS, Sketch, XD, Figma, Miro, HubSpot, WordPress
- PlayStation 2–5
- **Working knowledge of AI tools: Adobe Firefly, MidJourney, Figma AI, ChatGPT, AI character/avatar creation, Nano Banana**

Specializing in:

- B2B
- HCP audiences
- Scientific audiences
- Medical Affairs

Achievements:

- 8 consecutive Creative of the Month awards
- 2 ADDY Awards
- 3 CEA Awards
- 1 MM+M Awards

Education

Academy of Art University, San Francisco

- BFA in Advertising Design

Experience

JPA health | October 2022–Present | Associate Creative Director (Remote, EST Time Zone)

- Lead and grow the Life Sciences department, specializing in DTC, HCP, Medical Affairs, Access
- Serve as pitch captain for creative on the growth team, leading new business efforts
- Creative lead across all projects: web, DM, apps, events, social, and concept development
- Direct a team of creatives, UX/UI designers, writers, and strategists
- Implement AI tools to enhance the creative process

Key Clients: Glaukos, Bluewind Medical, Nobel Pharma, Arvinas, Leadiant

DiD (Lucid Group) | October 2021–October 2022 | Creative Director (Remote, EST Time Zone)

- Led and grew the Skin and Joint vertical, specializing in DTC, HCP, Medical Affairs, and Access
- Contributed to new business development as part of the growth team
- Directed a team of creatives, UX/UI designers, writers, and strategists
- Directed photo and video shoots (remote and in-person)

Key Clients: UCB, Cimzia, Bimzelx, Eversense, BioTru

Havas SF | October 2019–October 2021 | VP Associate Creative Director

- Played a key role in winning the Novartis Ligelizumab account
- Managed and grew Enbrel creative teams, specializing in HCP, scientific, and market access
- Creative lead across all projects: web, DM, apps, events, social, and concept development
- Directed photo and video shoots (remote and in-person)

Key Clients: Enbrel, Novartis, Aimovig

Tag | November 2016–October 2019 | Creative Director

- Managed and grew the creative department, specializing in pharma and financial clients
- Creative lead across all projects: B2C, B2B, eCommerce, campaign, DM, and events
- Built and managed two creative and UX teams from the ground up

Key Clients: Union Bank, Levi's, TIAA, Amgen, Bristol Myers Squibb

TMP Worldwide (now Redancy) | April 2015–September 2015 | Associate Creative Director

- Creative lead on global employer branding accounts; key contributor to new business pitches
- Managed a team of 20+ creatives and UX designers across multiple states and countries

Key Clients: HP, Intel, Army, Navy, Kaiser, Orbitz, Travelocity, USAA

Giant Creative Strategy | September 2013–April 2015 | Lead Interactive Art Director

- Managed a small team of designers and production artists for web and event projects

Key Clients: Shire, Abbott, AstraZeneca, Genentech

TMP Worldwide (Corporate and Employer Branding) | April 2008–April 2012 | Senior Art Director

J. Stokes & Associates | September 2005–September 2006 | Associate Creative Director

JWT (corporate and employer branding) | August 2003–September 2005 | Senior Art Director

Crumbs Pishonet | January 2001–August 2003 | Senior Art Director

Contract/freelance

Digitas Health Life Brands | May 2016–November 2016 | Contract Creative Director

- Managed creative and UX/UI teams in San Francisco and Philadelphia

Key Client: Abbott

JWT | September 2015–November 2016 | Contract Associate Creative Director

- Led concept development for Keytruda

Key client: Keytruda

DAE | October 2015–May 2016 | Contract Associate Creative Director

- Creative lead on high-profile accounts; key presenter in new business pitches
- Managed a team of 10 creatives and 4 UX/UI designers and strategists

Key clients: Wells Fargo, AARP, Cathay Pacific Airlines, fitbit

Cibo Interactive | September 2015–October 2015 | Contract Associate Creative Director

- Developed creative concepts for Subaru and 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 event projects (B2B and B2C)

Key Clients: Adidas, EA Games, SkinMedica, Fitbit

Kane & Finkel | September 2012–March 2013 | Contract Senior Art Director

- Lead Art Director on digital projects, including websites, mobile apps, banners, digital sales aids, and event tools

Key Client: Cyberonics

GSD&M, JWT, Grey Worldwide | January 2000–January 2001 | Freelance Art Director

Key Clients: 7-Eleven, Southwest, Land Rover, Ford Motor, IHOP, Pringles