



## marc cruz creative

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To view some of my work, please visit:  
marccruzcreative.com. **Password for  
health & pharma section: Marcs\_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
- Get up stupid early, so I thrive working East Coast hours

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 | Creative Director (Remote, EST Time Zone)

- Lead and grow the Life Sciences department, specializing in DTC, HCP, Med Affairs, and Access.
- Pitch captain for creative on the growth team pitching new business
- 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)

- Lead and grow the Skin and Joint vertical, specializing in DTC, HCP, Med Affairs, and Access
- Part of the growth team pitching new business
- 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

- Key role in winning the Novartis Ligelizumab account
- Managed and grew the Enbrel creative teams, specializing in HCP, Scientific, and Market Access
- Creative lead on 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 on all projects: B2C & B2B eCommerce, campaign development, DM, and events
- Built and managed two sets of 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 and key player in new business pitches
- Managed a team of 20+ creatives and UX designers across three countries and states

**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

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### 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

- Managed and created concepts 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 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 developed creative concepts for Subaru and Generation Tax (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, both B2B and B2C

**Key Clients:** Adidas, EA Games, SkinMedica, Fitbitt

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

- Lead Art Director on digital projects, including 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-Eleven, Southwest, Land Rover, Ford Motor, IHOP, Pringles