



amy slattery

Associate Creative  
Director, Art

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 Portfolio

## CORE COMPETENCIES

- Creative Leadership and Team Management
- Pharmaceutical and Healthcare Advertising
- Brand Launch and Lifecycle Marketing
- Art Direction and Visual Storytelling
- Omnichannel Campaign Development
- HCP and DTC Communications
- Digital, Social and Print Advertising
- Client Presentations and Pitch Leadership
- Creative Concept Development
- Agency Operations and Mentorship
- Cross-Functional Collaboration
- FDA/OPDP-Aware Creative Execution

## ABOUT ME

Strategic and award-winning creative leader with 15+ years of experience developing breakthrough healthcare and pharmaceutical advertising campaigns across oncology, immunology, rare disease, and specialty brands. Expertise in leading multidisciplinary creative teams, shaping brand vision, and delivering integrated campaigns spanning digital, print, social, experiential, and omnichannel channels. Proven ability to partner with clients, strategists, medical teams, and account leadership to create compelling, compliant communications that drive engagement and business growth.

## PROFESSIONAL EXPERIENCE

**BoldSky Creative Studio, a Syneos Health Company**, Columbus, OH • Mar 2024 – Present  
**Senior Creative, Freelancer**

**DDB, a Omnicom Health Group company**, Remote • Nov 2023 – Jan 2024  
**Senior Creative, Freelancer**

**Genicos, a Syneos Health Company**, Columbus, OH • Jan 2008 – July 2023  
**Associate Creative Director, Fulltime**

- Lead and mentor art directors, designers, and creative teams across multiple pharmaceutical brands.
- Develop integrated award-winning creative campaigns for HCP and consumer audiences across digital, print, social, video, CRM, and experiential channels.
- Partner with creative directors, strategists, account teams, and medical reviewers to deliver innovative, compliant solutions.
- Present and defend creative concepts to pharmaceutical clients and executive stakeholders.
- Drive brand consistency and elevate creative standards across agency portfolios.
- Contribute to new business pitches, client growth initiatives, and agency thought leadership.
- Directed photo shoots, illustration development, and digital content creation through production.

**Self-employed**, Columbus, OH • Mar 2001 – Jan 2008  
**Freelancer Art Director**

- Supported pharmaceutical and healthcare clients through campaign development, branding, advertising, and promotional programs.
- Partnered with agency teams to launch products, build brand identities, and create integrated marketing materials.

**GSW, a Syneos Health Company**, Columbus, OH • Jan 1998 – Mar 2001  
**Senior Graphic Designer, Fulltime**

- Concepted and executed award-winning healthcare and pharmaceutical campaigns.
- Collaborated with copywriters and strategists to create disease awareness, launch, and brand-growth initiatives.
- Managed creative execution from concept through production.
- Directed photo shoots, illustration development, and digital content creation.
- Mentored junior creatives and provided art direction for integrated brand teams.

## KEY CLIENT EXPERIENCE

- **Pluvicto**, HCP/Consumer, **Locametz**, HCP, Novartis Pharmaceuticals Corp., Oncology
- **Libtayo**, HCP/Consumer, Regeneron Pharmaceuticals, Oncology
- **Varubi**, HCP, **Heroic Hearts**, **Unbranded Nurse Initiative**, Tesaro Inc. and GSK, Oncology
- **Rare Disease Program**, HCP, Seagen Inc., Oncology

## SELECTED ACHIEVEMENTS

- Contributed to award-winning "Know the Risk" disease-awareness campaign for Seattle Genetics.
- Helped develop the award-winning brand identity and logo for **LIBTAYO®** (Regeneron).
- Recognition from industry organizations including **MM+M**, **The Rx Club**, **Davey Awards**, **Stevie Awards**, **Communicator Awards**, and **Med Ad News Manny Awards**.