



SUMMARY

Strategic creative well-versed in integrated storytelling. Brand experience includes health care, consumer goods, technology and financial. Experienced team leader and mentor.

EXPERIENCE

Publicis North America | 2015 – Present | ACD/CD

Creative direction and leadership on DTC campaigns for the **leading auto-immune biologic drug**.

- Developed branded and unbranded campaigns for a new indication, hidradenitis suppurativa (HS). Work included website development, patient videos, innovative patient journey diary, CRM and online videos.
- Development of social media initiatives for psoriatic arthritis, psoriasis and HS indications
- Currently working on largest launch for the company in 10 years for their new biologic drug

Other current brand work includes social videos/posts for **Merck's Pneumovax 23** and a new campaign for **Sanofi's Fluzone High-Dose**.

Barbara Seitz Design, Inc. | 2008 – 2015 | Freelance ACD

- **360i** — Social and interactive marketing for Kraft Foods (Oreo, Dentyne, Kraft Naturals, and Kraft Canada and Comida), National Car, Alamo, and jcpenny
- **Evoke Interaction** — 360 pitch work and art direction for Novartis, Allergen, DSI and Amgen
- **G2 Direct and Digital (Geometry)** — Genetech/Xolair, BMS/Orencia, J&J/Doxil and Lilly/Cialis
- **Publicis Kaplan Thaler** — Creative direction for TV/digital campaigns and pitches for Abbott, Aflac, P&G, Merck consumer products and Nestle
- **Rauxa** — Verizon Wireless and Capital One digital and offline marketing projects

G2 Direct and Digital | 2002 – 2008 | CD

Lead the creative team responsible for developing online and offline marketing communications for Adobe Systems focusing on product launches, customer retention and acquisition

- Relocated to G2's San Francisco office to build and manage the creative team. Was responsible for creative direction, new business development and day-to-day creative management
- Helped facilitate the integration of the Adobe and Macromedia brands after acquisition
- Product launches of Creative Suite 1-5, Acrobat 6-10, Adobe Enterprise Platform

Barbara Seitz Design, Inc. | 2000 – 2002 | Freelance ACD

- **Zentropy** — Site design and development for J&J, Roche and Coca-Cola
- **Grey Direct emarketing Group** — Site design and pitch work for Casual Corner, Oracle, J&J and Cheap Tickets

Grey Direct emarketing | 1996 – 2000 | Senior Art Director/ACD

Joined the startup group as senior art director. Developed sites for Seagram Wines and Seagram Corporate from the ground up: creating site maps, wireframes and content design

- Promoted to ACD to oversee the design and development of the first Chase credit card website and Chase online advertising

SKILLS

CREATIVE

Visual & User Experience Design
Concept Development
Brand Development
Team Management
Product Launches

TECHNICAL

Acrobat Pro
Illustrator
InDesign
Keynote
Photoshop

EDUCATION

BS Industrial Design majoring in Visual Communication
The Ohio State University