

Elissa Curtis

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[Portfolio](#) • [LinkedIn](#) • New Jersey, United States

Creative Director

Accomplished Creative Director with 20+ years of experience in steering innovative creative strategies and brand development initiatives for high-impact marketing campaigns. Excel at leading multidisciplinary teams and external vendors to deliver compelling visual content and robust educational programs, with flair for orchestrating major events, promotional support, and trade show graphic identity.

Strategic Vision: Adept at leveraging Adobe Creative Suite, CMS, and analytics tools to create dynamic social media campaigns, webinars, podcasts, and video content. Skilled in identifying market trends and consumer insights to inform and shape creative direction, ensuring campaigns resonate with target audiences and drive brand growth.

Leadership: Passionate about fostering collaborative environments that enhance team productivity and creativity. Proven track record of leading teams to exceed expectations, consistently delivering high-quality work on time and within budget. Excel in mentoring and developing team members, encouraging innovative thinking and continuous learning.

Passion: Committed to enhancing brand presence and engagement through digital platforms and persuasive stakeholder presentations. Dedicated to creating impactful, memorable experiences that resonate with audiences and elevate brand identity. Currently pursuing opportunities to apply my creative vision in a remote or hybrid work setting, bringing forth global management expertise and a deep understanding of the pharmaceutical marketing landscape.

Areas of Expertise

- Adobe Creative Suite
- Brand Development
- Website & CMS Design
- Interactive/UX Design
- Graphic Design
- Presentation Design
- Video Direction & Production
- Webinar Design & Management
- Social Media Campaigns
- Trade Show Graphics
- Print and Direct Mail
- Microsoft 365
- Passionate Leadership
- Global Team Management
- Project Management
- Intuitive Critical Thinking
- Ideation to Fruition
- Brand Stewardship
- Cross-Function Design
- Implementing New Technology

Professional Experience

ASCELLAHEALTH, BERWYN, PA
Creative Director

October 2021 — May 2024

Conceptualize and execute creative strategies within diverse digital and print platforms. Collaborate with Chief Officer of Marketing to cultivate and expand brand identity. Advise on brand representation, visual identity application, and voice consistency. Supervise support teams and IT for execution of creative initiatives. Oversee content and graphical elements on various websites for brand consistency. Design graphics for the re-branding of corporate websites and newsletters.

- Designed engaging email campaigns leading to significant increase in brand interactions.
- Crafted tech-focused design that positioned company as a global leader for Specialty Pharmacy and Healthcare Services.
- Developed comprehensive brand guidelines ensuring consistent brand voice and messaging across all channels.
- Created and implemented impactful webinars, newsletters, and email campaigns, significantly expanding brand awareness.
- Adapted marketing strategies to align with evolving corporate vision while upholding brand integrity.
- Successfully juggled multiple projects in fast-paced environment, ensuring deadlines were met.
- Consistently delivered high-quality, award-winning work, exceeding expectations in all marketing initiatives.
- Introduce new technologies to deliver innovation presentations and business development support.
- Oversaw all aspects of project management, from initial concept through final delivery. Ensured projects were completed on time, within budget, and to the highest quality standards. Utilized project management tools to track progress and communicate with stakeholders.

Key Achievements:

The Americas' Fastest Growing Companies 2024 ranking lists the top 500 companies in the Americas that have achieved the highest compound annual growth in revenues between 2019 and 2022 based on desk research in official sources like publicly available earning presentations, investor relations, websites and annual reports.

Designed and managed creative support and materials for pharmaceutical clients. Employed internal and external resources to design innovative materials. Created pre- and post-commercialization strategies for clients.

- Developed and design graphic, scalable programs to facilitate manufacturing partners, and healthcare professionals.
- Ensured the delivery of impactful creative to support manufacturer's internal workforce, HCPs and patients.
- Developed strategic programs and 360 marketing campaigns.
- Utilized emerging technologies in digital and print for marketing solutions.
- Support rebranding efforts for major Pharma clients and ensure guidelines are implemented throughout all creative
- Collaborate with multiple teams to establish and deliver creative across all platforms.
- Lead creative team and account services for client presentations
- Mentor creative team and supporting constructive objectives and goals.

Key Achievements:

Mota9 became a coveted "Agency of Record" for Bristol Myers Squibb due to the quality of work and deep understanding of patient access support.

Managed vendors and remote staff to ensure seamless execution of creative projects. Led design and implementation of tradeshow strategies both on-site and remotely. Directed creative video production and animation projects to support marketing initiatives. Developed and implemented social media campaigns. Worked directly with VP of Marketing to develop, manage, and foster collaboration while building an internal creative group supporting all corporate brand and services for clients.

- Collaborated with C-level executives to create compelling presentations significantly increasing brand awareness.
- Led development of incentive programs that played key role in success of emerging specialty pharmacy marketplace.
- Designed network solutions, HUB services, and pre/post-commercialization strategies to improve collaboration with manufacturers, payers, providers, and patients.
- Orchestrated brand development strategies and executed 360 marketing campaigns across teams.
- Provided graphic support for six consecutive years of the company's Summit, a major conference with over 3K participants annually.

Key Achievements:

*As of 2017, the **Asembia Summit** became the largest US health care conference focused on specialty pharmacy, with many of the more than 5000 participants.*

Led the design and execution of visual content across various digital platforms, ensuring consistency with corporate branding guidelines for Toys "R" Us, FAO Schwarz, and Babies "R" Us. Created eye-catching graphics and digital assets that attracted and engaged customers, boosting in-store and online traffic.

- Collaborated with cross-functional teams including marketing, sales, and product development to align creative strategies with business objectives. Fostered a collaborative environment for alignment with design objectives.
- Developed and maintained the corporate branding strategy, ensuring all visual and written content adhered to brand standards. Enhanced brand identity through consistent and impactful design elements across all customer touchpoints.
- Led digital marketing initiatives, including social media campaigns, email marketing, and website design. Leveraged analytics tools to measure the success of digital campaigns and inform future strategies.

Key Achievements:

Successfully launched multiple high-impact marketing campaigns that significantly increased brand visibility and customer engagement.

Taught comprehensive graphic design, web design, publication design, and portfolio courses, covering foundational principles, advanced techniques, and current industry trends. Provided hands-on instruction in Adobe Creative Suite and other relevant design software.

- Educated students on web design principles, including UX/UI design, responsive design, and web development tools. Guided students in creating functional and aesthetically pleasing websites.
- Led classes focused on publication design, teaching students how to create engaging layouts for print and digital media. Emphasized typography, layout, and visual storytelling.
- Assisted students in developing professional portfolios, offering constructive feedback and guidance. Prepared students to present their work effectively to potential employers or clients.
- Inspired and motivated students to achieve their full potential by fostering a supportive and engaging learning environment. Encouraged creativity, critical thinking, and problem-solving skills.
- Effectively delivered and managed online courses using various e-learning platforms. Utilized digital tools and resources to enhance student engagement and learning outcomes.

Key Achievements:

Played a pivotal role in updating and refining course materials to reflect emerging trends and technologies in the graphic design industry.

Led the development of unique and impactful branding concepts and projects for a diverse range of manufacturing and financial clients.

- Coordinated with a variety of creative professionals, including graphic designers, copywriters, and leading stakeholders, to bring branding and website projects to fruition.
- Managed project timelines, communicated effectively with clients, and ensured deliverables met or exceeded expectations.

Key Achievements:

Successfully delivered numerous branding and website projects that significantly enhanced client visibility and engagement.

Creatively direct strategic campaigns for a wide range of industries including pharmaceutical companies, architectural firms, engineering/heating and cooling companies, landscape design, law, art and education, luxury, food industries, fashion and retail, Fortune 500 companies, small businesses, and non-profits.

- Develop comprehensive creative strategies that integrated branding, digital marketing, and visual design. Advised clients on how to leverage their brand across multiple channels, including social media, email marketing, and print.
- Oversee all aspects of project management, from initial concept through final delivery. Ensure projects are completed on time, within budget, and to the highest quality standards.
- Apply in-depth experience and knowledge in targeted fields to create tailored solutions for clients. Stay up-to-date with industry trends and emerging technologies to bring fresh and innovative ideas to client projects.

Key Achievements:

Successfully deliver numerous branding and website projects that significantly enhance client visibility and engagement across diverse industries while building long-term relationships with clients through consistent delivery of high-quality work and excellent customer service.

Additional Experience

Delia Associates, **Art Director**, New Jersey

February 2002 - February 2007

Art direction, design, program strategic websites, multimedia presentations, branding and corporate identity. Manage design department and vendors. Direct photo shoots, shoot in-house digital photography. Design graphics for tradeshow. Create programs and strategic email campaigns.

DVC Interactive, **Art Director**, New Jersey

January 1997 - January 1998

Design, and develop major websites, multimedia presentations, and new business concepts. Organize and manage production staff.

Poppe Tyson/ Bozell Worldwide, **Art Director**, New York

February 1996 - January 1997

Design, develop and produce extensive websites, manage creative team, coordinate production staff, assign dedicated programming group and new business pitches.

Grey Advertising, **Art Director**, Interactive Division, New York

January 1995 - January 1996

Conceptualize and design strategic and creative websites marketing research, investigate browser capabilities, work directly with production companies, design and create interactive movies and presentations, develop original art through a variety of programs, and HTML.

Mezzina/Brown Advertising, **Art Director**, New York

January 1993 - January 1995

Leading Art Director for direct mail division working with clients delivering conceptual design, presentations, innovative direct mail deliveries. Designer for interactive multimedia development and production of multimedia environments.

Education

Masters of Fine Arts in Photography, Graphic Design
Pratt Institute, New York

Bachelor of Fine Arts, in Visual Design, Photography
UMASS, Massachusetts

Awards & Associations

AMERICAN BUSINESS AWARDS®,
THE STEVIES 2023 Winner for Best Marketing Group

Alexandria Equine Association

Boston Globe Photography Award: 1988 Honorable Mention

Technical Skills

- **Adobe programs:** Photoshop, Illustrator, InDesign, XD, Dreamweaver, Acrobat, After Effects
- **Microsoft:** Word, PowerPoint, Excel
- **CMS:** Strapi, WordPress, Asana, Basecamp, Trello
- **AI:** ChatGPT, Canva
- **Webinars:** Big Marker
- Sketch
- Figma
- Photography
- Google Analytics