

# PETER CAMPBELL

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Portfolio: <http://peterc.us>

## AWARD WINNING ART/CREATIVE DIRECTOR

Creative leader with the understanding on how best to direct and motivate individuals and teams to produce outstanding work. Unexpected problem solver with conceptual agility. Excellent strategic thinker with strong design and writing skills. Broad experience across Brand, Transactional, Promotional and Relationship and Social Marketing.

### Creative Leadership Skills

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Creative Team Cheerleader | Conceptual | Exquisite Designer, Proficient in Adobe CC | Agile Insight-Driven Brand Positioning Strategist | Engaging Storyteller & Copywriter | Keen Talent Assessment Lead by Doing Attitude | B2B and B2C Expertise | Pharma, Tech, Financial, DataComm & CPG

### Experience

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FREELANCE, Hamilton, NJ -- 2016 to Present

#### **Art/Creative Director**

- ♦ Freelance Art Direction & Copywriting for web, video and print

DIRECT IMAGE & DESIGN, Ambler, PA -- 2010 to 2015

#### **Creative Director**, 2012 to 2015

- ♦ Launch and ongoing creative strategy and implementation for OTC and Rx products to both consumer and professional audiences
- ♦ Manage budgets, timelines, creative deliverables as well as in-house and freelance teams to lead all phases of creative development
- ♦ Led team of 6+ in the writing, design and production of cross-channel campaigns including print ads, TV spots, SEM, e-detail aids, events, brochures, emails, web sites, banner ads, logos and packaging
- ♦ Achievements include:
  - ✧ TV/FSI/Banner campaign for Similasan that doubled US sales
  - ✧ Consumer expertise that helped the agency win Carmex and Bausch + Lomb new business pitches
  - ✧ Numerous product launches including: Zecuity, PerioPredict, B+L Ultra Contact Lenses and CeraVe Ointment

#### **Associate Creative Director**, 2011 to 2012

- ♦ Led team of 4+ in the creation of 360° marketing materials for several Johnson & Johnson brands

#### **Freelance Art Director**, 2010 to 2011

- ♦ On-boarded with agility and speed to level work loads across Creative Department

PATIENT MARKETING GROUP (now, inVentiv Health), Princeton, NJ -- 2007 to 2010

**Digital Creative Director**

- ◆ Built MerckEngage, a health & wellness program with dynamic content tailored to consumers' conditions and individual lifestyle preferences to achieve unprecedented health outcomes for patients
- ◆ First of its kind, web site with integrated meal and fitness planners along with detailed trackers for medication and condition

GLOWWORM (now, Saatchi & Saatchi Wellness), New York, NY -- 2006 to 2007

**Creative Consultant**

- ◆ European DTC launch for Sanofi's revolutionary weight-loss drug, Acomplia (Zimulti)
- ◆ Contributor on Drive-to-Web Superbowl TV spot for King Pharma/American Heart Association

CAMPBELL + COMPANY, Westport, CT -- 2005 to 2007

**Partner/Creative Director**

- ◆ Created the Branding, ID, Website, Marketing Materials and Print Advertising for Select Energy – the largest Energy Supplier in the Northeast

DRAFT WORLDWIDE (now, FCB), New York, NY -- 2003 to 2005

**Associate Creative Director**

- ◆ Built Integrated Online/Offline Campaign for Bank of America including: Website, Kiosk, POS, Video, Print, Direct Mail, Outdoor, and Radio
- ◆ DRTV campaign for Verizon DSL

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## Other Related Experience

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BLAU MARKETING (now, Euro RSCG), Wilton, CT

**Group Creative Director**, Direct & Digital Marketing Lead for Team of 36+

- ◆ Clients: IBM PC Worldwide, IBM Global Services, FleetBoston, Merck, and Northeast Utilities

OGILVY & MATHER DIRECT (now, OgilvyOne), New York, NY

**Senior Art Director**, Direct Marketing

- ◆ Clients: American Express and AT&T

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## Education

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PRATT INSTITUTE, Brooklyn, NY

**BFA, Communication Design**

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## Honors

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**MM&M Award** | **Rx Awards** & Judge | **Webbys** Prelim Judge | **Icon** Technology Award  
**Caples International** Awards & Judge | **International Festivals** Awards & Judge | **KGF President's** Award  
Harlan Page Hubbard **Lemon** Award | **Addy** Awards & Judge | **Echo** Direct Marketing Awards & Judge