

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

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

WE ARE ALEXANDER, New Jersey -- 2017

Creative Director

- ◆ Responsible for all creative projects for Johnson & Johnson including Janssen Pharmaceuticals, Medical Device Companies, and Consumer Goods.

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

Other Related Experience

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

Education

PRATT INSTITUTE, Brooklyn, NY

BFA, Communication Design

Honors

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