



Alexis Kern

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Summary

Award-winning creative director with over 20 years experience leading teams for digital, social, print, and cross-channel experiences that include broadcast and video for Patient and HCP audiences. Looking for the next great opportunity to help grow teams and business, push creative boundaries and mentor young talent.

Experience

Pacific Communications, Irvine, CA | Creative Director

5/23-Present

Led art team across the AMI (Allergan Medical Institute) business, inclusive of all education for HCP for Botox, Juvederm and other aesthetic brands. Created educational live presentations, managed social content, created webcasts, managed content for AMI Online, and developed content for inperson learning experiences. Ensured that all creative aligned to strategy initiatives. Content included social posts, video, online learning modules, presentations, brochures. Managed budgets, timelines, freelance and staffing needs for the team. Mentored young talent. Ensured that all content developed aligned with strategies. Clients included Allergan Medical Institute(AMI).

Heartbeat, NY, NY | Freelance Creative Director

11/22-7/23

Designed interactive brochures, websites, in-office displays, emails, social, and videos. Managed day-to-day workflow. Clients include Pfizer/BMS (Eliquis-Unbranded DTC, DTC and HCP).

Fingerpaint, West Coast Group | VP, Creative Director

05/19-11/22

Led teams of both art and copy creatives across a variety of mediums. Created 360 campaigns for digital, social, print, broadcast, pitches, and launches. Oversaw all market research for new concepts and strategy initiatives. Managed budgets and timelines. Managed freelance needs and staffing along the creative department. Clients included GBT/Pfizer (Oxbryta-Patient, Launch of Pediatric Indications). Other clients include Cassiopea (Launch of Winlevi-HCP and Patient, Corporate), Neurelis (Valtoco-Patient), BioRad (QC Labs-Corporate), American Regent (Corporate, Tralement-HCP).

FCB Health/Klick Health, NY, NY | Freelance Associate Creative Director

11/18-04/19

Helped to design brochures and interactive visual aids. Clients included Abbvie (Orlissa-HCP) and Glenmark Therapeutics (Launch of seasonal allergic rhinitis nasal spray).

Razorfish Health, NY, NY | VP, Associate Creative Director

05/17-10/18

Led a team of art directors on day-to-day work. Developed high level strategy initiatives for new planning periods. Led new business pitches for team. Projects included websites, CRMs, videos, interactive vis aids, conventions, NSM materials. Clients included Abbvie (Launch of Skyrizi and Rinvoq-HCP) and Purdue Pharma (OxyContin, Hysingla ER and Symproic-HCP). Other client includes Sanofi (Flublok and Fluzone).

Hive Health, NY, NY | VP, Associate Creative Director

09/16-05/17

Projects included websites, educational videos, interactive vis aids. Clients included Pacira (EXPAREL-DTC and HCP), and Gilead (HepB Smart-DTC).

Concentric Health Experience, NY, NY | Group Art Supervisor

08/15-08/16

Projects included websites, CRMs, videos, interactive vis aids, conventions, brochures and all day-1 materials for launch. Managed all staffing needs for day-to-day work. Clients included Collegium Pharmaceuticals (Launch of Xtampza ER-HCP and DTC), and Leo Pharmaceuticals (Taclonex and Enstilar-HCP).

Area23, NY, NY | Art Supervisor

10/13-07/15

Managed the day-to-day team of 3-5 art directors across both unbranded and global launch. Clients included Abbvie (Launch of Viekira Pak-HCP, US and Global), and Bayer (Xofigo HCP Global-DTC unbranded US and Global).

Grey Healthcare Group, NY, NY | Art Supervisor

02/13-08/13

Part of Team Chemistry, which worked across multiple agencies within WPP. Client included Janssen Pharmaceuticals (HCP).



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CDM NY, NY, NY | Senior Art Director

02/06-02/13

Clients included Genentech (Lucentis-HCP, DTC, and Access), Abbott (Xience-HCP, Multi-link 8 HCP), Bayer (Blood Glucose Monitors-HCP), and Pfizer (Lipitor-HCP) and Amgen (Sensipar US-HCP, Mimpara Global-HCP). **Other positions included Art Director and Senior Graphic Designer.**

Other

Grand Canyon University, Phoenix, AZ | Adjunct Professor

8/23-Present

Adjunct Professor in the College of Arts & Media. Teaching Social Media strategy, Social Media campaigns and advanced Advertising fundamentals to digital design and advertising majors.

Awards

2020 Fierce Pharma Marketing Awards, Professional Marketing; **RxClub**, Combination of print, interactive and video; **Telly Awards**, Campaign Branded Content, Bronze | **2016 Manny**, Best Interactive Patient Campaign | **2012 Manny**, Best Professional Campaign, Gold | **2009 Manny**, Best Integrated campaign, Silver; **Rx Club**, Integrated Campaign, Award of Excellence; Ad Campaign, Award of Excellence; **MM&M**, Best Overall Professional Campaign, Silver; Total Integrated Marketing and Effectiveness, Finalist; Best Professional Sales Aid, Finalist | **2008 Manny**, Best Professional Campaign, Gold; Best Overall Professional Advertising Campaign, Silver; **One Club**, Award of Excellence, Genentech, Abbott; **Creativity Awards**, Ad Campaign, Honorable mention

Education

Syracuse University | Syracuse, NY

College of Visual and Performing Arts | Bachelor of Fine Arts | 5/98

Major Communications Design | Minor Marketing, Photography

Skills

Creative

Concepting & Big Ideas
Managing both Art & Copy teams
Client Facing
Scheduling & Budgeting

Visual Development
Mentoring
Video/Television Production
Branding

Strategy
Pitching & Presenting
Photoshoots
UX

Technical

Mac expert—including InDesign, XD, Illustrator, and Photoshop. Figma. Working knowledge of Powerpoint.

Other

Young Professional Committee for
the American Heart Association
Avid Golfer

Certified Yoga instructor
Dog mom

Linkedin

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