



MARK DROSSMAN

MULTICHANNEL CREATIVE DIRECTOR/COPYWRITER

*Award-winning agency co-founder and inspirational creative leader seeking challenging full-time or freelance opportunity to help an agency or corporation by providing multichannel creative and strategic leadership. **Experienced in all categories including pharma and B2B.***

EMPLOYMENT

February 2023-Present: Experienced Natural Intelligence Copy Generator

Think of me as ChatGPT, but with 40 years of proven, award-winning experience. Concepts. Copy. Content. Mentoring. Client relationship building. What do you need and when do you need it?

June 2021 – February 2023: Executive Creative Director, Health & Wellness, Cien+, remote

Responsible for the creative for the agency's rapidly growing roster of health & wellness clients, including Merck, GSK, Genentech, Optum, Pfizer, United Healthcare, Suvida Healthcare, and Prudential. Also provide creative direction and strategic support for the agency's other accounts and new business pitches. Member of agency Leadership Team.

July 2017 – June 2021: Consulting Copy Lead, HyperPointe, New York Metropolitan Area

Copy lead on the digital and print creative for Novo Nordisk's portfolio of injectable medicines for type 2 diabetes. Copy lead for launch of XpresCheck™ airport testing sites for COVID-19. Provide strategic thinking and copywriting for websites, banner ads, print, and eCRM campaigns. Provide support for agency's other clients and new business pitches. Maintain strong client relationships. Creative Director/Copy for Rome Foundation.

January 2012 – July 2017: Freelance Multichannel Creative Director/Copywriter New York Metropolitan Area

Provided concepts, content, strategic thinking and creative direction for projects and pitches at agencies and organizations including Merkley + Partners, Hill Holliday, Merck, Havas Tonic, FCB Cure, FCB Trio, Geometry Global, Cien+, Korn Hynes, Strikeforce Communications, Sunless Inc., Ogilvy Commonhealth, Marketsmith Inc., Brushfire, The Rome Foundation, and Brookdale Senior Living

January 2009 – January 2012: Founding Partner, Chief Creative Extrovert, Extrovertic New York, NY and Cambridge, MA

Co-founded, with one partner, a multichannel healthcare agency dedicated to increasing engagement between pharmaceutical companies and patients by infusing new thinking into the marketing mix. Within 3 years, the agency grew to almost 50 employees, with offices in New York and Cambridge, MA. Sold my stake to pursue a broader range of creative and entrepreneurial opportunities.

May 2008 - December 2008: EVP, Executive Creative Director, Glow Worm Consumer Health New York, NY

Brought in to help raise the bar at this little unit of the Publicis Healthcare Group. Unfortunately, the bar closed 8 months after my arrival (agency absorbed by Saatchi Wellness).

January 1998 - April 2008: Senior Partner, Creative Director, OgilvyOne Worldwide New York, NY

Co-led the acquisition and retention creative for all American Express cards and OPEN (a number of our DRTV spots remained the controls for many years). Co-led the acquisition and retention creative for Time Warner Cable across all channels, including digital and DRTV. Co-led multichannel re-launch of the new DHL (our group won the coveted Ogilvy 360o Award for it). Our campaign for FM Global insurance won Best of Show at the CEBA B2B Awards. Named to O&M/OgilvyOne Joint Operating Board.

EDUCATION

BA, Advertising Design and Illustration, Rowan University

AWARDS

Rx Club Awards, 2014, Award of Excellence
DTC National Advertising Awards, 2019, Gold, Bronze, 2013, Gold, 2012, Silver, Bronze
M&M Awards, 2012, Best Consumer Direct Marketing, Finalist DTC National Advertising Awards, 2012, Silver, Bronze
BtoB Online, 2008, Best Print Campaign
Effies, 2006, Silver NY Addy Awards, 2006, Silver, 2005, Gold, 3 Silver
CTAM MARK Awards, 2006, Gold, 2 Silver
District 2 Addy Awards, 2005, 5 Gold
Financial Communications Society Portfolio Awards, 2005, Silver, 2 Bronze New York Festivals Print Advertising Awards, 2005, Bronze
London International Advertising Awards, 2005, 2003, 2000, 1999, 1988, Finalist
Ogilvy360o Award, 2004
CEBA Awards, 2004, Grand CEBA (Best in Show), Best Print Campaign Cannes Lions, 2004, Direct Finalist
John Caples Awards, 2003, 2nd & 3rd Prize, 2001, 2000, 1999, 1998, Finalist Echos, 2001, Leader, 2000, Finalist
International Advertising Festival of New York, 1991, Gold
International Film & TV Festival of New York, 1989, Silver One Show, 1987, 1984, Merit Award
Andy's, 1990, 1988, 1985, Merit Award Clios, 1991, 1990, 1986, 1984, Finalist
Art Director's Club, 1985, Finalist
Andy Awards, 1990, 1988, 1985, Merit Award
MPA Kelly Award, 1987, Finalist
Best of New York, 1992, 1990, Citation
Art Direction Magazine, 1987, Certificate of Distinction

WRITING & SPEAKING

Advertising Age, "What Doesn't Kill You Makes You...A Better Creative Director," June 2013 *Advertising Age*, "Across the Hudson, at Least the Lunatics Don't Run the Asylum," April 2013 *Advertising Age*, "Finding Your Way in These Dark Days for DTC Ads," September 2008 *Advertising Age*, "Sending Out an SOS to the World," December 2009

Advertising Age, "Looking For a Job? Adland's Bigwigs Share How They Got Their Start," August 2010 Guest Lecturer, "The Power of 360," Syracuse University, March, 2008

FEATURED IN

U.S. Ad Review, Communication Arts, Graphis, Graphis Top 10 in Advertising