

JOYCE PEDRETTI | SENIOR CREATIVE DIRECTOR

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An award-winning, highly strategic creative leader with an impressive record of success inspiring, shaping, presenting, and producing breakthrough, memorable and effective creative campaigns for iconic, global brands at the world's most prestigious advertising agencies. Intimately familiar with digital and social best practices with an expertise in the Pharma and Healthcare categories. Relentlessly in search of opportunities to raise the bar creatively, and deliver purpose-driven, impactful work that elevates brands beyond client expectations. Ever curious, and a natural mentor obsessed with design, and skilled in simplifying the complex.

SKILLS

- Idea management from concept to completion
- Omnichannel campaign continuity
- Cross functional collaboration
- Creative Pitch Lead
- Brand launch expert
- Team leader and mentor
- Social media and trends
- Health and Wellness expert
- Design and branding expert
- Client relationships and retention

PROFESSIONAL EXPERIENCE

FREELANCE CREATIVE DIRECTOR

2022 - PRESENT

Saatchi & Saatchi Wellness, Digitas Health, Havas Village X, Greater Than One

- ▷ Ideated and art directed omnichannel creative campaigns for pitches and presentations for multiple brands.
- ▷ Creative development and client presentations for new business pitches on tight deadlines.

CLIENTS: Lilly/Diabetes, Obesity, Cialis, Skyrizi, Keytruda, Lantheus, Shanghai Henlius Biotech, Integra/SergiMend, DuraSorb

EVP SENIOR CREATIVE DIRECTOR

2010 - 2022

BBDO New York

Created, built and directed the Healthcare group from inception, increasing revenue from \$2MM to \$30MM in just four years for the agency's \$2.9B award-winning global advertising network, part of \$14B Omnicom.

- ▷ Directed all aspects of branding and creative development for major global accounts and new business pitches in close collaboration with strategy, account and client teams.
- ▷ Recruited, hired and mentored full time and freelance creative staff.
- ▷ Expanded profitability and market share for all clients by creating, shaping, presenting and executing breakthrough 360° campaigns including digital, social media, activation, stunts, broadcast, OLV, OOH, web design, CRM and POS.
- ▷ Catapulted growth for both agency and client by continually elevating creative standards, fulfilling strategic objectives and creating innovative omni-channel campaigns.
- ▷ Generated substantial new revenue streams by leading and landing 14 new business wins.
- ▷ Tripled prescriptions of Ubrelvy through memorable Serena Williams campaign, positioning her, for the first time ever on-screen, as a mother with her daughter. Patients asked their doctors for "The Serena Pill," branding the product within the category.
- ▷ Delivered top-tier, consistently strong visual and content messaging by honing creative briefs through close collaboration with brand strategy team.
- ▷ Ensured campaign continuity across all channels during critical new brand launches by supervising all aspects of logo and package design, style guides, and web development.
- ▷ Drove maximum team productivity by identifying and ensuring best practices throughout the creative and production processes.
- ▷ Supervised photo shoots locally and internationally, assuring delivery of creative excellence on-time and on-budget, including managing the challenging logistical restrictions of COVID.
- ▷ Promoted seamless campaign integration across multiple disciplines through strategic interactions with numerous partner agencies.

CLIENTS: CSL Behring/CSL Plasma, Allergan/Vraylar, AbbVie/Botox Cosmetic, Ubrelvy, Pfizer/Viagra, AstraZeneca/Imfinzi, Tagrisso, Quidel/QuickVue COVID-19 Home Test, Bristol Myers Squibb/Orencia, Noven/Brisdelle, Otsuka/Abilify, Merck/Nasonex, Takeda/Entyvio, Stayfree, Bayer diabetes care, FritoLay/Lay's, Guinness Black Lager, Mars Pet Care/Sheba, ProBono/ Theirworld.org, Idealist.org

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SVP CREATIVE DIRECTOR

2005 - 2009

Y&R New York

Enhanced the creative product by producing national campaigns for several major brands.

- ▷ Elevated Weight Watchers brand engagement by 17% through successful BE AN AFTER campaign, featuring Jenny McCarthy and Sarah Ferguson.
- ▷ Amplified MetLife's mobile application traffic by 22% as a result of memorable Snoopy campaign
- ▷ Increased Dannon's Light + Fit sales by 18% after campaign launch, causing an upsurge of probiotic use.

CLIENTS: Weight Watchers, Dannon, Bayer heart health, V8, Campbell's, MetLife, Pepperidge Farm, Vanguard, Lea & Perrins, Paxil

VP ASSOCIATE CREATIVE DIRECTOR

1996 - 2005

McCann Erickson New York

Created breakthrough campaigns for accounts in a multitude of categories. Fostered productive, trusting client relationships.

- ▷ Increased MasterCard Canadian market share by 12% with blockbuster "Priceless" campaign featuring hockey legend Bobby Orr.
- ▷ Expanded Chase Banking's customer base by 21%, revitalizing business by conceptualizing, executing and launching Chase's Online banking service.
- ▷ Lifted Paxil prescriptions by 16% via breakthrough DTC campaign reducing stigma of depression.
- ▷ Launched I Can't Believe It's Not Butter Spray, the most successful launch in the product line while maintaining loyalty and market share of the base brand.
- ▷ Grew audience base by repositioning Black and Decker from men's hardware tools to cooking tools via celebrity chef campaign.

CLIENTS: MasterCard, Wendy's, Tic Tac, Nabisco, Skippy, Clearasil, Avis, Dentyne, Chase, Woolite, Bertolli, Kohl's, Dewars, Paxil, Crunch Fitness, Budget, Wizard, EverFresh Cat Litter, Sharpie, Black & Decker Kitchen Tools, Gillette, I Can't Believe It's Not Butter

EDUCATION

ST. JOHN'S UNIVERSITY B.F.A. Commercial Design/Advertising - Dean's List

SVA, CONTINUING ED - Portfolio building, Web design, Film Directing

THE NEW SCHOOL - CONTINUING ED - Film Studies, Presentation skills, Creative writing

AWARDS

- ▷ DTC Perspectives National Advertising Award, Webby's, New York Festivals Award, MM&M,
- ▷ AME International Award, Effie, Vanguard Award, McCann Erickson Truth-Well-Told Award
- ▷ DTC Perspectives - Vraylar 2017, Gold winner: best print & Silver Winner Best TV Campaign
- ▷ PM360 DTC Campaign - Vraylar, 2017, Entyvio 2018
- ▷ MM&M - Tamiflu, Best TV campaign 2016- 2018 Entyvio, Bronze w Best print and TV 2018, 2019
- ▷ New York Festivals Award - Unilever 2009
- ▷ Agency Vanguard Award - For outstanding Leadership 2017
- ▷ Webby's - Idealist.org, 2019, CSL Plasma, 2021
- ▷ Effies - Tamiflu 2012-2015, Entyvio, 2019, Vraylar 2018, 2019
- ▷ AME International Award - Tamiflu 2012-2014

Proficient in: Adobe Creative Suite; Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD, AI platforms like Midjourney and Dall-E, Microsoft Office Suite.