

Susan Wall

CREATIVE DIRECTION / ART



### specialties

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Concepting  
Creative Direction  
Strategic Direction  
360° Marketing  
Brand Development  
Advertising  
TV/Video  
Graphic Design

### contact

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### education

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**FREELANCE CREATIVE** Oct 2012 / Present

**CDMNY, Merkle, CDMi, GSW, Agency Rx, LLNS**

**EXTROVERTIC** VP Creative Director Jan 2010 / Aug 2012

- Creative lead on the launch of INCIVEK
  - Fastest pharma brand to reach \$1 billion in sales.
  - Responsible for executing health-literate patient campaign tactics.
- Helped pitch and win EMD Serono drug, EGRIFTA.

Clients: Vertex, EMD Serono, Pfizer Animal Health

**SAATCHI WELLNESS** VP Art Supervisor Jul 2005 / Jan 2011

- Responsible for concept development and 360 marketing tactics including TV, advertising, CRM, and consumer/sales promotions.
- Helped pitch and win Avaya.

Clients: Ameriprise, Amgen, AstraZeneca, Avaya, BMS, Sanofi, Shire, Takeda, Wyeth

**THE FOOD GROUP** VP Creative Director Jul 1998 / Mar 2005

- Managed art and production departments for full-service food & beverage agency.
- Responsible for concept development and marketing tactics including advertising, CRM, consumer/sales promotions, POS and collateral materials.

Clients: Kraft, Unilever, Cadbury Schweppes, Rémy Amerique, Frito-Lay, Kellogg's, Splenda, Lavazza International Paper, Norwegian Seafood Export Council

**FRENCH/BLITZER/SCOTT** Associate Creative Director Apr 1990 / Jul 1998

- Responsible for concept, design and production of advertising, promotional brochures, collateral, and corporate identity.

Clients: American Express, Citibank, Lockheed Martin, Loral Corporation, The Conference Board, Public Relations Society of America, Doctors without Borders, Partnership for Drug-Free America

**MARC BALET, INC** Senior Art Director May 1986 / Apr 1990

Clients: Giorgio Armani, Anne Klein