



## TERRY SANGENITO *associate creative director/art*

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*inquisitive* **LEADER** *adaptive* **COLLABORATIVE** *organized* **DETERMINED**

An award-winning creative leader with a history of success in creating digital and print campaigns for healthcare brands. Expert designer of promotional materials for healthcare provider, patient and consumer audiences. Offers a hands-on approach to design, a willingness to dive in head first, and an expertise in current graphics and office technology. Excellent communication, team-building, presentation, and customer service skills.

### *areas of expertise*

- conceptual ideation
- branded campaigns
- unbranded campaigns
- product launches
- pitch proposals
- photoshoots
- video shoots & storyboards
- brand identity programs
- logos
- websites
- social media
- banner ads
- emails
- convention planning
- displays & signage

### *work history & achievements*

#### **ASSOCIATE CREATIVE DIRECTOR/ART | AVALERE HEALTH/Formerly Fishawack Health | 03/22–Present**

- Client: Janssen Pharmaceuticals/Darzalex Faspro indicated for multiple myeloma
  - Increased organic growth and secured client relationships by directing/managing a team of art directors through the creation of print/digital campaigns for patient, care partner, and nurse audiences
  - Created 5 patient videos within an accelerated time frame and within budget resulting in additional funds for video production for 2024; managed vendors, producers, talent, and editors

#### **GROUP ART SUPERVISOR | FCBCURE/An IPG Health Company | 03/20–03/22**

- Client: AbbVie/Venclyxto indicated for chronic lymphocytic leukemia & acute myeloid leukemia
  - Executed global branded and unbranded promotions that resulted in a pitch-winning opportunity for an additional AbbVie brand, Navitoclax indicated for myelofibrosis
  - Launched an unbranded multichannel campaign for Navitoclax contributing to the success of the brand within the marketplace

#### **GROUP ART SUPERVISOR/CONSULTANT | T SANGENITO DESIGN | 10/18–3/20**

- Clients: FCBCure, Pivot Healthcare Communications, Create NYC
  - Built a results-oriented advertising company that delivered high quality experiential campaigns resulting in multiple full time offers; joined FCBCure team

#### **GROUP ART SUPERVISOR | REVHEALTH | 03/16–10/18**

- Client: Alkermes/Elumidor indicated for major depressive disorder
  - Supervised/created unbranded and branded launch campaigns for HCPs and patients resulting in multiple digital awards; The Communicator: Award of Distinction & Digital Health Awards: Bronze

#### **GROUP ART SUPERVISOR | SOLSTICE HEALTH COMMUNICATIONS | 12/12–03/16**

- Clients: Omeros/Omidria (cataract surgery); NovaSom/AccuSom (sleep apnea diagnosis); Novartis/Votrient (advanced renal cell carcinoma); Dyax Corporation/Kalbitor (hereditary angioedema)
  - Created pitch winning concepts for Omidria/Omeros and AccuSom/NovaSom
  - Supervised all aspects of creative development for Votrient resulting in additional Novartis business
  - Led creation of direct-to-patient promotions for Kalbitor resulting in a Rx Club Award of Excellence

#### **GROUP ART SUPERVISOR/CREATIVE CONSULTANT | T SANGENITO DESIGN | 06/11–12/12**

- Clients: IMS Health, Cegedim Relationship Management, Opus Health, Euro RSCG Catapult, Figuration Partners, Harrison and Rand Advertising, Johnson & Johnson
  - Hired as creative lead for Johnson's Baby Products/Johnson & Johnson's Promotions Design Center

#### **ASSOCIATE CREATIVE DIRECTOR | HEALTHED GROUP INC/ENCORE | 04/08–06/11**

- Clients: Bristol-Myers Squibb, Celgene, Daiichi Sankyo, Merck
  - Led capabilities pitches resulting in 4 new client wins with 8 new brand assignments
  - Fostered year-to-year organic growth by launching successful campaigns in therapeutic areas such as mental health, blood disorders, high blood pressure, and head/neck/breast cancer

#### **ASSOCIATE CREATIVE DIRECTOR | LLNS | 11/03–04/08**

- Client: Pfizer/Aricept and Aromasin
  - Spearheaded and created promotional campaigns leading to organic growth for the agency
  - Contributed to pitch winning proposals for KOS Pharmaceuticals, Medtronic, and Pfizer Animal Health

#### **GROUP ART SUPERVISOR | OGILVY COMMONHEALTH WORLDWIDE | 10/99 –11/03**

- Client: GlaxoSmithKline/Avandamet and Ortho Biotech/Procrit
  - Launched a promotional campaign for Avandamet and marketing initiatives for Procrit



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### *software skills*

**ADOBE CREATIVE SUITE CC 2024** | InDesign, Illustrator, Photoshop, Acrobat Pro

**MICROSOFT OFFICE 365** | Powerpoint, Word, Excel, Outlook, Teams, Planner

**OTHER SOFTWARE** | Sketch, BugHerd, Egnyte (database), Netsuite, WorkFront

### *education*

**TYLER SCHOOL OF ART | TEMPLE UNIVERSITY | TYLER SCHOOL OF ART ABROAD ROME, ITALY**

Bachelor of Fine Arts

**WILLIAM PATERSON UNIVERSITY**

Digital Graphics, Web Design, Microsoft Office Certification

### *therapeutic specialities*

Oncology, mental health, nephrology, neurology, diabetes, cardiology, blood disorders, sleep disorders, pain management, dental health, eye care, wound care, rare disease

### *fun facts*

In addition to being a creative director, I'm a certified dog trainer. Working with our canine companions and their human parents has been a passion of mine for many years. I've found the training is more for the human than it is for the dog. I'm actively involved in competing in the sport of dog agility with my pack of schipperkes known as the SchipperTeam. On the weekends you will find me, along with my husband, at an agility trial or training our pups to be the best of the best.