



LAUREN JADE KEASEY

CREATIVE DIRECTOR | ART

CONTACT

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Social



FOR YOUR CONSIDERATION

If you're searching for top-notch talent that ticks all the senior level boxes, then look no further.

I am thrilled to offer my services as a unique creative visionary ready to transform your brands, wow your clients, inspire your teams, and build your business. I have a proven track record of excellence working for award-winning advertising agencies in NYC for 15 years, servicing a rich array of clientele across multiple applications and media outlets. As a seasoned leader, I have personally developed a plethora of compelling creative campaigns from soup to nuts, launched products, scored new business, and positively influenced company culture... all with a smile. Loved by clients and colleagues alike, I am able to traverse the most complex conditions and effortlessly bridge disciplines, fostering efficient workflows and generating exceptional results.

With my technical skills, design savvy, deep industry knowledge, and ability to foster meaningful human connections, coupled with my love for storytelling in all mediums, I would be an exceptional candidate to invigorate your organization and propel your brands to the next level.

Let's connect and make something amazing.

Cheers!

LJK



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Proven industry virtuoso with 15 years of consumer & healthcare advertising experience in NYC, working as an exceptional artist, design perfectionist, and avant-garde thinker with a deep passion for brand innovation. Specializing in the ideation and execution of 360° integrated campaigns, product launches, new business pitches, managing at a senior level, client relationship development, and cross-discipline team building. Excellent leadership qualities and business acumen, adaptable, motivated, dedicated. Deft interpersonal, presentation, and written skills.

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EXPERTISE

Advertising & Marketing
Campaign Development
Creative Concepting
Branding & Visual Identity
Experiential/Congress Design
Production/Vendor Coordination
UX & UI
Team & Client Management

TECH SKILLS

Adobe Creative Suite, Sketch,
Figma, HTML/CSS, Midjourney,
DALL-E, ChatGPT, Synthesia

EDUCATION

University of Michigan

BFA, Cum Laude Graduate
Kappa Kappa Gamma

EXPERIENCE

DDB Health | New York City

Vice President, Associate Creative Director, 2019 – 2024

CDM NY | New York City

Vice President, Art Group Supervisor, 2012 – 2019

LBi/Digitas | New York City

Senior Art Director, 2010 – 2012

MRY, Arnold, Futura Collective, Lippe Taylor | New York City

Misc Freelance

AWARDS

Zac's Play Day | CDM NY & Biogen

Cannes Lions Silver, MANNY Gold, MM+M Gold

Spinraza Disease Education & Launch | CDM NY & Biogen

MM+M Silver, MM+M Gold

The Swarm | CDM NY & Acadia

MM+M Gold

Rhythm Rescue | CDM NY & American Heart Association

Guinness Book of World Records

PHARMA CLIENTS *Consumer clients available on request.*

NOVARTIS (Fabhalta*, Tabrecta*, Ilaris*, Tafinlar + Mekinist, Piqray, Vijoce, Tasigna, Jakavi), **MERCK** (Welireg*, Keytruda), **TAKEDA** (Ninlaro*, Velcade), **NOVO NORDISK** (Victoza*), **PFIZER** (Inlyta, Eucrisa, Biosimilars), **BIOGEN** (Spinraza*), **ACADIA** (Nuplazid), **ARS** (Neffy epinephrine*), **ABBOTT** (Diagnostics), **Y-MABS** (Danyelza*), **SYROS** (Tamibarotene*)

**Denotes launch & market shaping products.*