



LAUREN JADE KEASEY

CREATIVE DIRECTOR | ART

Specializing in brand strategy, visual storytelling, integrated leadership, and growth acceleration

CONTACT

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Social

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AREAS OF FOCUS

Healthcare

Oncology, Neurology, Rare Diseases, Hematology, Autoimmune, Gastrointestinal, Cardiovascular, Dermatology, Muscular Disorders, Infectious Disease, Ophthalmology, Mental Health, Women's Health, Pediatric

Consumer

Fashion & Beauty (luxury & mass), Wellness, Sports, Auto, Finance, Communications, Music, Tech, Travel, Beverage

AWARDS

Cannes Lions

MM+M

MANNY

Guinness Book of World Records

DTC Perspectives Award

FOR YOUR CONSIDERATION

If you're looking for someone who checks senior-level boxes, keep scrolling.

If you're looking for someone who *rewrites* them, we should talk.

For 15 years at top-tier NYC agencies, I've built brands that move markets, ideas that win business, and teams that love the work and each other. I've led multimillion-dollar omnichannel campaigns from first spark to full-scale launch – across digital, social, experiential, broadcast, and everything in between. I'm a "hands-on" leader that can zoom out to shape a master vision, then drill down to finesse the smallest detail that makes the all the difference. I relish a challenge, and I know how to flex to meet shifting needs of today's demanding clients without losing momentum (or my sense of humor).

Lately I've been busy:

- Launching products that cut through saturated categories
- Turning pitches into partnerships
- Building high-performing, cross-disciplinary teams
- Elevating creative standards in complex, fast-paced environments while strengthening and maintaining culture

My edge comes from equal parts insight and execution, in addition to a tasteful balance of conviction and collaboration. I have a bias toward action and I loathe the status quo. I'm an endless optimist and my curiosity doesn't have an OFF button. I believe the best work happens when strategy is sharp, craft is elevated, my people are happy, and no one settles for "good enough."

Bottom line, I don't just make stuff that looks cool – I cultivate work that performs *better*, because creativity *and* care are in my DNA.

Let's make something people remember. Let's build what's next... together.



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Specializing in brand strategy, visual storytelling, integrated leadership, and growth acceleration

Proven industry expert with 15 years of healthcare & consumer advertising experience in NYC, working as an exceptional artist, design perfectionist, and avant-garde thinker with a deep passion for brand innovation and storytelling. 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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EXPERIENCE

S50 Agency / BGB Group | New York City

Creative Director, 2025 – 2026

DDB Health / Remedy Edge | 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

AWARDS

Cannes Lions Silver, MANNY Gold, MM+M Gold x3, MM+M Silver, Guinness Book of World Records, DTC Perspectives Awards Bronze

RECENT WORK

NUBEQA (for Prostate Cancer) | 2025 Relaunch for 3rd Indication

Led full-scale creative direction for integrated oncology campaign targeting clinicians, patients and caregivers across TV, digital, sales tools, social, and celebrity influencer partnership with football superstar Tony Romo. *The campaign was highly successful, positioning NUBEQA as Bayer's fastest growing asset, achieving over \$2.7 billion in sales, representing a 57% increase over the previous year.*

PHARMA CLIENTS *Consumer clients available on request.*

BAYER (Nubeqa*), **NOVARTIS** (Fabhalta*, Tabrecta*, Ilaris*, Tafinlar + Mekinist, Piqray, Vijoice, Tassigna, Jakavi), **MERCK** (Welireg*, Keytruda), **TAKEDA** (Ninlaro*, Velcade), **NOVO NORDISK** (Victoza*), **PFIZER** (Inlyta, Eucrisa, Biosimilars), **BIOGEN** (Spinraza*), **MYRIAD** (Women's Health, GeneSight), **ACADIA** (Nuplazid), **ARS** (Neffy epinephrine*), **ABBOTT** (Diagnostics), **Y-MABS** (Danyelza*), **SYROS** (Tamibarotene*)

**Denotes launch & market shaping products.*

EXPERTISE

360 Campaign Development
AI Workflow Optimization
Omnichannel Marketing
Brand Strategy
Creative Concepting
New Business Pitching
Visual Storytelling & Data Design
Cross-Functional Leadership

TECH SKILLS

Adobe Creative Suite, Figma,
AI Tools (Midjourney, ChatGPT,
Claude, Firefly, Canva, Runway)

EDUCATION

University of Michigan

BFA, Cum Laude Graduate
Kappa Kappa Gamma