

edalemany

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CREATIVE DIRECTION & STRATEGY

Concept development
Brand storytelling
Cross-channel adaptation
Insight-driven ideation
Integrated campaign development

LEADERSHIP & COLLABORATION

Team mentorship
Executive presence
Cross-functional partnership
Vendor management
Creative quality oversight

EXECUTION & PRODUCTION

Production oversight
Multi-platform deliverables
Precision execution
AI-enhanced workflows

TOOLS

Adobe Creative Suite
Presentation & Communication
Project & Data Tools
AI Fluency

LANGUAGES

English
Spanish
French

REFERENCES AVAILABLE UPON REQUEST

PROFESSIONAL EXPERIENCE

FCBCURE/NEON | VP, Associate Creative Director

11/2015 - present

Lead creative strategy and execution across new business initiatives and integrated campaigns. Serve as creative brand steward for multiple brands simultaneously, spanning several disease states and lifecycle stages. Act as client-facing creative lead and strategic partner, contributing to positioning workshops, creative rumbles, and major product launches. Drive cross-functional collaboration to enhance engagement, elevate ideas, and deliver measurable impact.

LAWRENCE & COMPANY | Art Supervisor

01/2015 - 11/2015

Oversaw production of brand launches, congress materials, and photo shoots across print and digital channels. Strengthened promotional materials for mature brands through refreshed creative and strategic refinement. Supported internal initiatives with conceptual thinking and hands-on execution.

FRENKEL BENEFITS, LLC | Senior Art Director

10/2012 - 01/2015

Concepted, designed, and delivered print and digital communications including newsletters, wellness campaigns, and benefits materials. Managed production workflows, proofing, and quality control. Built and maintained vendor relationships while optimizing timelines, accuracy, and output.

J WEBER DESIGN | Senior Art Director

03/2012 - 07/2012

Designed and art directed print, environmental, and trade show materials. Developed interactive interfaces for iPad applications and email communications. Led conceptual and branding work across multiple therapeutic areas, including multiple myeloma, CTCL, hemophilia, and breast cancer.

CREATIVE MIND CG | Art Director

06/2011 - 03/2012

Created print, interactive, and video deliverables for a range of healthcare and corporate clients. Directed multidisciplinary teams—including designers, copywriters, information architects, and production specialists—to ensure cohesive, high-quality creative.

JUICE PHARMA WORLDWIDE | Art Director

01/2011 - 05/2011

Designed print and digital materials for a disease-awareness pre-launch campaign, including animated banners, journal ads, and presentation assets. Partnered with development teams to prepare UI files and style guides for a major Pfizer website launch. Art directed and hand-illustrated concepts for high-visibility client presentations and launch events.