ELISA IVANY+

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SUMMARY

I'm a creative director who likes the dashboard as much as the moodboard. For 20+ years I've built brands and the marketing that runs them for healthcare, fintech and B2B SaaS companies, from Waystar's brand through its Nasdaq IPO to Inneo's first marketing program. I set the strategy, lead the team and build the work. I use AI for efficiency, not for creative.

SKILLS

Brand strategy and architecture · Creative leadership and team building · Go-to-market and B2B marketing · Marketing operations · Design systems · Competitive audits · Video, photography and animation · AI-integrated creative workflows • AEO

SOFTWARE

Figma, Claude, Webflow, Framer, Adobe Creative Suite and Firefly, Artlist, HubSpot, Notion, Microsoft 365, Canva (only for setting up templates for non-marketing users).

WORK EXPERIENCE

Creative Director & Brand Strategist (contract)
Inneo Health / June 2026 - Present
Built marketing from zero at a healthcare innovation company owned by non-profit health systems (formerly The Innovation Institute). I lead brand, strategy and marketing operations across Alliance, Lab, Real Estate and Corporate.

- **Positioned** Inneo on non-profit health system ownership after a competitive audit of nine private equity–backed firms.
- **Built** the Marketing HQ (Notion), rolled out HubSpot, set lead and MQL definitions and launched a weekly marketing dashboard.
- **Launched** assessment landing pages, gated content and email programs, including the Hoag Hospital case study (AR days down 15% in six months) and The Self-Pay Cliff campaign.
- **Run** three recurring newsletters and a LinkedIn program at about twice the B2B engagement median; AEO-structured content ranks Inneo third in AI share of voice against nine competitors.
- **Created** master templates, pitch decks and event communications, including the Inneo Alliance Summit and a six-part video series for the executive leadership retreat.

Creative Director
Vesta / February 2025 - June 2026
Led creative and brand strategy for a B2B SaaS company in payments.

- **Built** the brand from scratch: logo, design system, website, UX guidelines, pitch decks, sales tools, product videos and GTM campaigns.
- **Launched** the new brand and website in February 2026.

VP, Creative Director
Wavelo / February 2022 - December 2024
Led brand and creative strategy for a new B2B SaaS division.

- **Led** a team of five to deliver the identity system, website, sales tools, videos and GTM campaigns within six months of launch.
- **Rebrand** contributed to a 40% increase in qualified leads and a 35% improvement in conversion rates.

VP, Brand + Creative
Waystar Health / August 2018 - January 2022
Hired and led a creative team of eight (art directors, digital and UX/UI designers, content strategists) at a healthcare tech SaaS startup through its path to IPO.

- **Created Hubble AI**, a sub-brand for Waystar's AI platform: 45% more inbound leads and a 65% lift in website engagement.
- **Campaigns and digital programs** drove a 60% increase in inbound leads and a 50% lift in website engagement.
- **Creative work** supported multi-million-dollar enterprise contracts.

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WORK EXPERIENCE CONTINUED

Digital Creative Director / Head of Product US
Akce Group of Companies / May 2017 - August 2018
Led a global team of UX/UI designers, developers and content strategists for fintech products, and rebranded six portfolio companies.

• New brands **drove a 57% average increase** in user engagement and a 30% rise in product adoption within six months.

Creative Director
Slack & Company / June 2012 - May 2017
Led branding, launches, apps, video and GTM campaigns for GE, UL, Google and Ingredion; managed art directors, UX designers and copywriters.

• **40% more web traffic** after GE's RailConnect 360 app launch; 35% lift in lead generation for Google; Ingredion named and launched as a global brand.

EARLIER ROLES

Creative Director, agency consultant (Abelson Taylor, CAHG, Omnicom, Merkle and others) · 2010–2012

Senior Creative Strategist, HBG Health Agency (healthcare and pharma) · 2007–2010

Senior Art Director / Team Lead, Loyola University Chicago: award-winning 2006 image campaign and brand overhaul · 2005–2006

Senior Art Director / Team Lead, Tribune Interactive: launch team for RedEye, Metromix and chicagotribune.com · 2000–2005

EDUCATION

BA, Graphic Design, Minnesota State University