

# CHRIS NEWMAN

## CREATIVE DIRECTOR

### Experience

#### 21GRAMS

Creative Director  
New York | 2019

#### FCB Health

VP Associate  
Creative Director  
New York | 2015 – 2019

#### FCB

Creative Director  
Chicago | 2013 – 2015

#### Walgreens

Senior Interactive  
Designer  
Chicago | 2012 – 2013

#### HAVAS

Senior Art Director  
Chicago | 2004 – 2012

### Professional Summary

- Award-winning Creative Director with 16 years of agency experience including: leading teams, pushing the creative, collaborating, and building trust with clients
- Diverse background including: retail POS, eComm, CPG, telecom, beauty, and pharmaceutical
- International brand experience including: NIVEA, Walgreens Boots Alliance, Claire's, Kraft, EFFEN Vodka, Sprint, Pfizer, and Galderma
- Successful new business wins including: Bel Brands, Citi Bank, and Johnson & Johnson
- Awards include: Clio Healthcare, The Creative Floor Awards, Global Awards, DTC National, John Caples International Awards, and the International ECHO Awards

### Key Accomplishments

- Lead comprehensive 2020 tactical planning for biotech company, Sarepta. Collaborated with multiple stakeholders to deliver business changing ideas aligned with strategic imperatives in rare disease, Duchenne muscular dystrophy (DMD)
- Managed and executed a 360° congress campaign for Eisai including booth design, sponsorship materials, digital and print OOH. The project went from concept to completion in less than 6 weeks

Accounts: Sarepta, Eisai, Guardant, new business

Rx Category: DMD, Parkinson's, Oncology

### Key Accomplishments

- Highly-skilled cross-office talent ("The Bank") utilized for high profile projects at Network agencies including: Area 23, FCB Toronto, FCB Halesway, FCB Cure, Neon, and Area 23 on Hudson
- Produced award-winning experiential tradeshow booths in neurology (Sunovion). Booths have been recognized by the Clio's, The Creative Floor Awards, and Global Awards
- Directed a team of 20 creatives during campaign development for women's health brand (AbbVie)
- Developed strategy and launched integrated campaigns for men's and women's aesthetics (Galderma)
- Conceptualized integrated global campaign for multiple sclerosis (Novartis)
- Created educational brand characters for eczema (Pfizer)
- New business win for global HIV therapy (Merck). The pitch campaign launched in 12 countries

Accounts: Galderma, Pfizer, Sunovion, Novartis, AbbVie, Merck, new business

Rx Category: Cosmeceutical, Eczema, Epilepsy, Parkinson's, MS, Women's Health, HIV

### Key Accomplishments

- Managed successful launch of HIV therapy (Johnson & Johnson). The award winning integrated campaign included print, TV, digital, social, OOH, and in-office materials
- Increased agency revenue by pioneering social media use as the first branded HIV therapy on Twitter
- Executed global POS guidelines for NIVEA skincare
- Developed experiential campaign assets for NIVEA/Rihanna tour

Accounts: NIVEA, Johnson & Johnson, Milk, El Jimador, new business

Rx Category: HIV, Psoriasis

### Key Accomplishments

- Lead interactive designer for the award-winning launch of the Balance Rewards loyalty program, the largest retail loyalty program in the industry with over 88 million enrollees. The program won a COLLOQUY Loyalty Award in 2013
- Partnered with UX and off-shore development team to design and launch the Balance Rewards healthy activity tracker for both desktop and mobile
- Created a monthly series of educational videos for more than 235,000 store employees

### Key Accomplishments

- Won Bel Brands business including Mini Babybel and The Laughing Cow
- Designed award-winning direct mail campaigns for Sprint and honored as a John Caples International Awards Finalist for Best Art Direction, and won 5th place at the International ECHO Awards
- Featured in Direct Marketing News 30 under 30
- Oversaw all aspects of production creating an in-depth image library for Sprint

Accounts: Sprint, EFFEN Vodka, Claire's, Quill, Hefty, Reynolds, Kraft, Groupon, Citi, Sears, new business

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London

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## CREATIVE DIRECTOR

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### Education

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#### Northwestern University

Chicago | 4A's Institute of Advanced Advertising Studies

#### Iowa State University

Ames | Bachelor of Arts, Advertising  
Bachelor of Fine Arts, Graphic Design  
Study abroad, Rome, Italy

### Awards

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**Manny Awards** Bronze | 2019  
**Clio Healthcare** Bronze | 2018  
**The Creative Floor Awards** | 2018  
**Global Awards** Bronze | 2018  
**MM&M** Shortlist | 2018  
**DTC National Advertising Awards** Silver | 2017  
**MM&M** Shortlist | 2017  
**COLLOQUY Loyalty Awards** | 2013  
**International ECHO Awards** 5th Place | 2011  
**John Caples International Awards** Finalist | 2011  
**DMNews 30 Under 30** | 2010

### Activities & Honors

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**Session Panelist** DMA | 2011  
**Judge** Deliver Magazine MAIL Awards | 2011  
**Board Member** 4A's Young Professional Organization | 2010, 2011  
**Speaker** AAF Omaha monthly luncheon | 2011  
**Speaker** AAF Rapid City monthly luncheon | 2011  
**Speaker** South Dakota PCC monthly luncheon | 2011  
**Chicago Marathon** | 2007, 2008

### Computer Skills

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**Adobe Creative Suite**  
**Microsoft Office**  
**Keynote**  
**Workfront**  
**Jira**  
**Social Media**  
**Mac & PC trained**