JACQUELINE LEAK | *VP, CREATIVE DIRECTOR*

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PROFESSIONAL SUMMARY:

Renowned for delivering culturally relevant and impactful ad campaigns across consumer, healthcare, wellness, and pharmaceutical brands. With over 20 years of experience as a creative leader, I bring a unique voice, vision, and creative strategic insights to every project, consistently achieving exceptional results and driving brand success.

WORK HISTORY:

FCB HEALTH, NEW YORK | CREATIVE DIRECTOR, VP | **2020 — PRESENT**

- **Pharamacyclics/Imbruvica CLL:** Created and led the development of the successful "im" brand campaign.
- **Unilever Skincare:** Generated a following of dermatologists for Dove, Vaseline & Shea Moisture brands. Inspired them through social, banners, and brand messges which increased AAD convention presence by 30%.
- **Genetech/Tecentriq Non-Small Cell Lung Cancer:** Pioneered the creation of Tecentriq's first AI Brand Ambassador featured on Tecentriq's website, in social platforms, banners, and CRM to introduce their revolutionary lung cancer treatment and renewed communication strategy, driving traffic up by 84%.
- **UCB/Fintepla/Shine Forward/Staccato:** Established the brand as a leader in Rare Epilepsy, contributing to significant market awareness, patient engagement, and share growth by 75%. Spearheaded compelling pre-launch manifesto videos for Staccato, their latest innovation, generating global excitement and financial commitment for their upcoming product launch in 2026.
- **New Business Wins:** Secured major wins with all Unilever's skincare brands and Pfizer's Litfulo, alopecia brand. Won UCB's epilepsy $4.5M businesses—Briviact, Nayzilam, Fintepla, and latest, Staccato. And in rare diseases, won the Alexion/Ultomiris & NMOSD accounts, in breast cancer with Enhertu. Also, Colace.

VML, NEW YORK | FREELANCE CREATIVE DIRECTOR | **2018 — 2020**

- **Pfizer/Xeljanz, Allergan/Linzess, and AbbVie/Allerlife:** Collaborated and created brand campaigns, achieving the highest testing scores in Millward Brown's history for the Linzess campaign "I'm Doing it All."

MCGARRY BOWEN, NEW YORK | EXECUTIVE CREATIVE DIRECTOR, SVP | **2016 — 2018**

- **JCPenney Brand:** Led creative teams to transform brand perception with the "Style For All" campaign which established fashion credibility and inclusivity for the brand while increasing brand engagement by over 40%.
- **JCPenney Social:** Developed "Here I Am" campaign championing diversity and inclusivity featuring Ashley Nell Tipton, celebrating the plus-size community. With 1M organic views and 8M views realized in 4 months.
- **JCPenney Launches:** Introduced Michael Strahan and Sephora within JCPenney, enhancing market presence.

BBDO, NEW YORK | GROUP CREATIVE DIRECTOR, SR. VP | **2015 — 2016**

- **Gillette-Venus + Humana:** Led creative teams in developing/launching campaigns in film, print, and digital.
- **Pfizer Immuno-Oncology:** Redefined immunotherapy as a new cancer option. Created stakeholder awareness.

OGILVY, NEW YORK | GROUP CREATIVE DIRECTOR, SR. VP | **2002 — 2015**

- **Unilever:** Created original "Campaign for Real Beauty" campaign in Times Square and Self-Esteem film.
- **Tiffany & Co.:** Introduced the first same-sex marriage campaign, "Will You?" in the brand's history.
- **Avon:** Originated Avon's first global celebrity "Brand Ambassador" campaign featuring Reese Witherspoon along with a global campaign, "For the Love of Women," increasing awareness by 55%.
- **Citizens Bank:** Created an emotionally driven narrative featuring bankers to foster consumer awareness and loyalty through print, film, social and out-of-home iniatives, increasing brand loyalty by over 80%.

AWARDS: Credited with a portfolio of prestigious awards including Cannes Lion, Grand Effie, Gold Effie. Featured in prominent publications such as Ad Age, Adweek, Elle, Self, and Business Insider.

EDUCATION: Fashion Institute of Technology/Advertising Design; School of Visual Arts, Portfolio Design

SKILLS:

- **Leadership Skills:** Creative Leadership, Team Management, Brand Strategy, Campaign Development
- **Technical Skills:** Adobe Creative Suite, InDesign, Photoshop, Keynote
- **Emerging Technologies:** AI, AR, Midjourney, Firefly