

Tom Leach

Creative Director/Copywriter

Remote (EST) • tom@leachcopy.com • 614-209-0351 • [LinkedIn](#)

Portfolio: www.tom-leach.com

Summary

Accomplished creative leader with experience driving strategic, conceptual campaigns for major healthcare and consumer brands. Proven ability to inspire teams and deliver award-winning work that captures attention and achieves business objectives. Passionate about crafting compelling ideas rooted in human insights that motivate action.

Hard Skills

Conceptual thinking and big idea generation; strategic thinking and creative problem solving; persuasive copywriting across channels (digital, print, broadcast); brand voice and message development; collaboration with creative and account teams.

Soft Skills

Creativity; curiosity; consistency; adaptability; dependability; drive; integrity; empathy

Experience

- | | |
|---|----------------|
| Leach Copy, Worldwide
CEO, Copy Chief | 2023 – Present |
| Crafting ideas that grab eyeballs and copy that captures attention for agency clients in need. Healthcare or consumer. Cross-category experience both HCP and DTC. Humor, heart, and high science. Project or contract. | |
| FGT Health, Columbus, OH
SVP, Creative Director | 2021 - 2023 |
| Served as creative partner, resource wrangler, and lead writer for start-up agency offering Fresh Ground Thinking (FGT) in healthcare. Helped drive growth from \$0-3 million in just over a year. | |
| Fingerpaint, Saratoga, NY
VP, Creative Director | 2018 - 2021 |
| Delivered compelling, cross-channel creative for roster clients in the rare disease, vaccine, and nuclear medicine spaces. Was primary conceptual copy resource for agency-wide pitch creative. | |
| GSW, Columbus, OH
VP, Creative Director (2007 – 2017) | 2003-2017 |
| Worked as creative lead/decision maker on multiple accounts, including J&J, Takeda, UCB, Lilly, and Stryker. Managed and mentored team of ACDs, designers, art directors, and writers. | |
- Handled global creative for agency's largest piece of business from FDA approval to blockbuster status.
 - Created national Clio- and Cannes Silver Lion Award-winning TV campaign for Stryker's GetAroundKnee replacement system. Increased consumer preference, moving Stryker from middle of the pack to top of the market, increasing share position 19%.

- Conceived and built an “Idea farm” to enable greater creative thinking to solve specific client problems, reinforcing our value and contributing to organic growth.
- Participated as the agency’s ambassador in the creative community. Served on the board of local ad groups to enhance our standing and reputation.

Associate Creative Director (2005 – 2007)

Led one-of-a-kind in-house conceptual team tasked with developing big ideas as needed for roster clients, delivering ideas that elevated the agency’s creative reputation.

- Participated in gatherings of global network creative agencies to develop big campaign ideas for clients that translated globally.
- Spearheaded mentoring initiative to hire and develop diverse junior-level talent.

Senior Copywriter (2003 – 2005)

Created concepts and developed copy for Johnson & Johnson’s line of surgical cutters and staplers and other Ethicon Endo-Surgery brand products.

- Helped launch successful internal and external rebrand of Ethicon Endo-Surgery, which included an award-winning magazine campaign

Awards

Cannes Silver Lion • Clio • Effie • Global • ADDYs (Three-time Best in Show) • MANNYs • Copywriter of the Year – Greenville, SC

Education

University of Maine • Bachelor of Arts, English, Creative Writing