

Tom Leach

Creative Director, Copywriter

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Proven creative leader, craft-focused concept machine and copywriter with omnichannel, multi-indication experience working at top-tier agencies.

SKILLS

Copywriting – Demonstrated ability to deliver compelling narratives that engage and inform healthcare professionals and consumers

Concept Development – Produced ideas worthy of attention and engagement across channels

Creative Direction – Collaborated with brand teams and clients to deliver effective award-worthy work

Additional Skills

Campaign Development, Healthcare Marketing Strategy, Team Leadership & Mentorship, Adobe Creative Suite, Google Workspace, Microsoft 365

EXPERIENCE

Leach Copy, Worldwide - *CEO, Copy Chief*

2023 – Present

- Provide strategic creative direction for agency clients across healthcare and consumer sectors
- Develop cross-category creative solutions for HCP and DTC markets
- Specialize in creating impactful campaigns blending humor, empathy, and scientific precision

FGT Health, Columbus, OH - *Senior Vice President, Creative Director*

2021 - 2023

- Drove agency growth from \$0 to \$3 million in just over one year
- Served as creative partner and lead strategic resource for startup healthcare agency
- Developed comprehensive marketing strategies for emerging healthcare brands

Fingerpaint, Saratoga, NY - *Vice President, Creative Director*

2018 - 2021

- Delivered compelling cross-channel creative for clients in rare disease, vaccine, and nuclear medicine spaces

- Primary conceptual copy resource for agency-wide pitch creative
- Developed strategic marketing approaches for specialized medical markets

GSW, Columbus, OH - Vice President, Creative Director

2010 - 2017

- Creative lead for major accounts including Johnson & Johnson, Takeda, UCB, Lilly, and Stryker
 - Managed global creative for agency's largest piece of business, Lilly's Trulicity, from its approval to market blockbuster
 - Created award-winning TV campaign for Stryker's GetAroundKnee® replacement system
 - Increased Stryker's market share by 19%
- Managed and mentored team of Associate Creative Directors, designers, art directors, and writers
- Established "Idea Farm" to enhance creative problem-solving and agency value

Additional Professional Experience

- GSW | Associate Creative Director
- GSW | Senior Copywriter
- Integer Group | Senior Copywriter
- Erwin-Penland | Copywriter

AWARDS

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

EDUCATION

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