

LAURA MALEY

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experience

FREELANCE ART & CREATIVE DIRECTOR March, 2012 — present

Working in-house and off-site for pharmaceutical advertising agencies and corporations, including CDM, Agency Rx, Havas Worldwide, Entree Health, Publicis Life Brands Medicus and DigiTech Computers in digital and traditional media. Accounts include Brisdelle (launch), Quartette, Paragard, Viagra, Velcade, Torisel, Humira, Xgeva, Multaq, Duopa and Mead Johnson Pediatric Nutrition.

CREATIVE DIRECTOR 2005 — March, 2012

Flaum Idea Group (formerly Flaum Partners)

Provided creative leadership through the entire lifecycle of the Flaum agency, from inception to closing. Deeply involved in all aspects of creative work including strategy, concept, execution, and presentation. Scope of work included new business pitches, brand advertising and promotion, integrated digital campaigns, brand identity, DTP and DTC, corporate advertising, trade shows, and internal communications.

Partial client list:

Astellas (Protopic)

Epocrates (Physician Information App)

Intermune (Esbriet)

Kadmon (Infergen, RibaPak)

King (Avinza, Remoxy, Sonata)

Noven (Pexeva, Stavzor)

Pfizer (Pristiq, Corporate Innovation Program)

Sanofi Aventis (Corporate Innovation Program)

Santarus (Cycloset, Glumetza)

Strativa Pharmaceuticals (Megace ES)

Teva Pharmaceuticals (Corporate Advertising)

Zimmer (Devices for Shoulders, Hips, and Knees)

FREELANCE ART & CREATIVE DIRECTOR 2003 — 2005

Worked for both pharmaceutical and consumer advertising agencies, including CAHG, Draffcb Healthcare, Euro RSCG Life Chelsea, Euro RSCG Life Metamax, Flashpoint Medica, Grey Healthcare, Hoffman Group, Integrated Communications, Ogilvy Healthworld, and Ogilvy & Mather. Partnered with management of FEI Women's Health to lead relaunch of ParaGard IUD.

VP, GROUP ART SUPERVISOR 1997-2003

Draffcb Healthcare

Developed and executed creative work for a broad range of clients. Managed creative teams and served as primary creative contact with clients.

Partial client list:

Abbott (Biaxin, Meridia)

GlaxoSmithKline Vaccines (Engerix, Havrix, Infanrix, Pediarix, Twinrix)

Glaxo/Wellcome (Agenerase)

Merck (Fosamax, Proscar, Zocor)

Merck Vaccine Division (Merck Managed Care, MMRII, Varivax)

Organon (Nuvaring-LAUNCH-domestic and international)

Rhone-Polenc Rorer (Synercid-LAUNCH)

ART DIRECTOR 1995-1997

Inverness Corporation

Created consumer advertising for beauty and skin care company. Work included print advertising, direct mail, catalogs, package design and P.O.P. displays.

ARTIST, PAINTER prior to 1995

Pursued a fine arts career. Exhibited in major galleries and museums in New York, Philadelphia, and Washington, D.C.

education

School of Visual Arts, BFA with Honors