



Nancy Fava
nancyfava.com

221 West 20th Street #1W • New York, New York 10011

212-989-8665

nancy@nancyfava.com

EXPERIENCE

- Sudler & Hennessey**
Art Supervisor
September 2006-Present
Created patient programs across all mediums for their patient relationship marketing division. Organized and supervised a 32-shot patient photo shoot. Currently creating the professional launch materials for Bystolic. Clients include: **Bayer** (Betaseron) and **Forest Pharmaceuticals** (Bystolic and Namenda).
- RMG Connect (JWT)**
Senior Art Director
March 2004-May 2006
Created direct response advertising, brochures, POP and mail for **Bally Systems**, **HSBC**, **Jenny Craig**, **Merrill Lynch**, and **T. Rowe Price**. Contributed to several new business wins.
- March 2002-March 2004
Freelance: Digitas (American Express, AOL); **Draft** (Verizon); **The Sloan Group** (Bank One)
- MVBMS / Fuel North America**
Senior Art Director
March 2000-March 2002
Conceived and designed print, direct mail, collateral and TV advertising. Supervised junior art directors and art studio. Took projects from concept to comp, from presentation to production to press ok. Clients included: **CSFB**, **First USA**, **Intel**, **International Paper**, **MCI**, **Oppenheimer Funds**, and **Volvo**.
- ThompsonConnect**
J. Walter Thompson Direct
Senior Art Director
January 1993-March 2000
Conceived and designed direct mail packages, DRTV, print ads, collateral material, posters, inserts, in-store take-ones, new business pitches, and banner ads. Organized, supervised and conducted a 5-country, 15-day photo shoot to create a comprehensive photo library for TNT Mailfast and TNT Express Worldwide. Clients included: **Bell Atlantic**, **Bermuda DOT**, **Dynergy**, **Freddie Mac**, **Kellogg's**, **Kodak**, **Merck**, **Merrill Lynch**, **Qwest**, **Sprint**, **Sun Microsystems**, **TNT Mail**, and **Unilever**.

EARLY EXPERIENCE

- Tiger Communications Group**
Art Director/Graphic Designer
Completed high-volume, fast turnaround projects for this marketing company. Designed and produced direct mail, seminar material, ads, newsletters, and logos. Clients included: **MJ Care and Associates**, **ITT**, and **Moody's**.
- American Express**
Graphic Artist
Executed direct mail pieces, in-house presentations, and meeting material, from design through mechanical within Creative Media, their in-house studio.
- Muller Jordan Weiss**
Art Director
Conceived and designed ads, point-of-purchase signage and collateral material. Completed comps, layouts and mechanicals. Clients included: **Stroehmman's Bakery**, **McGraw-Hill**, and **Hofstra University**.
- Drossman, Lehmann, Marino**
Art Director
Created print ads, brochures and collateral material, new product concepts and names. Supervised photo shoots, completed storyboards, comps and mechanicals. Clients included: **Bolton's**, **Einstein Moomjy**, **Best Foods**, **Dearfoam Slippers** and **Goody**.

EDUCATION

- Pratt Institute**
B.F.A. Art Direction
Graduated with Honors. Received NW Ayer Scholarship and R.H. Burcher Scholarship for excellence in Art Direction.

AWARDS

- Adweek** September 1997 Best Spots "Speak Freely" Sprint
- Caples** 1996 Third Place Business Alternate Media for Mailfast Services Brochure
1995 Finalist Business-to-Business Direct Mail for TNT Electronic Service Guide.
- Mobius** 1999 Winner, Second Place, for Freddie Mac Baseball Bat package
1995 Winner, Second Place, for Bell Atlantic All@Once print campaign.

REFERENCES AVAILABLE UPON REQUEST