



NANCY FAVA

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Award-winning advertising art director with extensive relationship marketing, consumer and pharmaceutical experience. I produce work that is on strategy, on time and right on the mark with consumers, creative directors and clients—with great results every time.

EXPERIENCE

Sudler & Hennessey
Art Supervisor
June 2007–October 2009

Instrumental in the successful launch of the hypertensive drug **Bystolic** (Forest Pharmaceuticals). Created launch and subsequent POA materials including visual aids, convention panels, print ads, direct mail, reprint carriers, patient profiles and annotated pieces. Supervised freelancers and oversaw the transition of Bystolic materials to managed care and interactive. Contributed to the new business win of **Simponi** (J&J).

Group pi (S&H)
Art Supervisor
September 2006–June 2007

Created patient relationship marketing programs and materials for the MS treatment **Betaseron** (Bayer), the Alzheimer's disease medication **Nameda** (Forest Pharmaceuticals) and **Berlex Imaging** (Bayer). Organized and supervised a 32-shot, 16-patient photo shoot for use in all marketing materials.

RMG Connect (JWT)
Senior Art Director
March 2004–May 2006

Created relationship marketing programs, print ads, brochures, and direct mail for **Bally Systems**, **HSBC**, **Jenny Craig**, **Merrill Lynch** and **T. Rowe Price**. Contributed to several new business wins.

Freelance Art Director
March 2002–March 2004

Digitas (American Express, AOL direct mail and interactive); **Draft** (Verizon DRTV, print, OOH and direct mail); **The Sloan Group** (Bank One direct mail)

MVBMS / Fuel North America
Senior Art Director
March 2000–March 2002

Created print, direct mail, collateral and TV advertising. Supervised junior Art Directors and art studio and retouching. 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

Created direct mail packages, print ads, DRTV, brochures and banner ads. Organized and supervised a 5-country, 15-day photo shoot, creating a comprehensive photo library for **TNT Express Worldwide**. Participated in new business pitches. Clients included: **Bell Atlantic**, **Bermuda**, **Dynegy**, **Freddie Mac**, **Kellogg's**, **Kodak**, **Merck**, **Merrill Lynch**, **Qwest**, **Sprint**, **Sun Microsystems**, **TNT Express** and **Unilever**.

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

PRO BONO

Church of St. Francis Xavier
Design Director

Created the theme and design of all capital campaign materials, including commemorative brochure and parish website. Contributed to their achievement of more than 70% of their \$2.5M goal in less than 6 months.

REFERENCES

WWW.LINKEDIN.COM/IN/NANCYFAVA