



alexis kern

# Alexis Kern

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## Summary

Award-winning creative director with over 20 years experience leading teams for digital, social, print, and cross-channel experiences that include broadcast and video for Patient and HCP audiences. Looking for the next great opportunity to help grow teams and business, push creative boundaries and mentor young talent.

## Experience

### **Pacific Communications, Irvine, CA | Creative Director, Contract**

5/23-Present

Led art team across the AMI (Allergan Medical Institute) business. Created educational live presentations, managed social content, created webcasts, managed content for AMI Online. Content included social posts, video, presentations, brochures. Managed budgets and timelines. Managed freelance needs and staffing for the AMI art team. Clients included Allergan (AMI).

### **Heartbeat, NY, NY | Freelance Creative Director**

11/22-Present

Designed interactive brochures, website, emails, social, and videos. Clients include Pfizer/BMS (Eliquis-Unbranded DTC, DTC and HCP).

### **Fingerprint, West Coast Group | VP, Creative Director**

05/19-11/22

Led teams of creatives across a variety of mediums. Created 360 campaigns for digital, social, print, broadcast, pitches, and launches. Managed budgets and timelines. Managed freelance needs and staffing along the creative department. Clients included GBT/Pfizer (Oxbryta-Patient, Launch of Pediatric Indications). Other clients include Cassiopea (Launch of Winlevi-HCP and Patient, Corporate), Neurelis (Valtoco-Patient), BioRad (QC Labs-Corporate), American Regent (Corporate, Tralement-HCP).

### **FCB Health/Klick Health, NY, NY | Freelance Associate Creative Director**

11/18-04/19

Helped to design brochures and interactive visual aids. Clients included Abbvie (Orlissa-HCP) and Glenmark Therapeutics (Launch of seasonal allergic rhinitis nasal spray).

### **Razorfish Health, NY, NY | VP, Associate Creative Director**

05/17-10/18

Led a team of art directors on day-to-day work. Clients included Abbvie (Launch of psoriasis and rheumatoid arthritis) and Purdue Pharma (OxyContin, Hysingla ER and Symproic). Other client includes Sanofi (Flublok and Fluzone).

### **Hive Health, NY, NY | VP, Associate Creative Director**

09/16-05/17

Clients included Pacira (EXPAREL-DTC and HCP), and Gilead (HepB Smart-DTC).

### **Concentric Health Experience, NY, NY | Group Art Supervisor**

08/15-08/16

Clients included Collegium Pharmaceuticals (Launch of Xtampza ER-HCP and DTC), and Leo Pharmaceuticals (Taclonex and Enstillar-HCP).

### **Area23, NY, NY | Art Supervisor**

10/13-07/15

Clients included Abbvie (Launch of Viekira Pak-HCP, US and Global), and Bayer (Xofigo HCP Global-DTC unbranded US and Global).

### **Grey Healthcare Group, NY, NY | Art Supervisor**

02/13-08/13

Part of Team Chemistry, which worked across multiple agencies within WPP. Client included Janssen Pharmaceuticals (HCP).

### **CDM NY, NY, NY | Senior Art Director**

02/06-02/13

Clients included Genentech (Lucentis-HCP, DTC, and Access), Abbott (Xience-HCP, Multi-link 8 HCP), Bayer (Blood Glucose Monitors-HCP), and Pfizer (Lipitor-HCP) and Amgen (Sensipar US-HCP, Mimpara Global-HCP). Other positions included Art Director and Senior Graphic Designer.

## Other

### **Grand Canyon University, Phoenix, AZ | Adjunct Professor**

8/23-Present

Adjunct Professor in the College of Arts & Media. Teaching Social Media strategy to digital design majors. Classes included developing campaigns and developing strategy plans.



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## Awards

**2020 Fierce Pharma Marketing Awards**, Professional Marketing; **RxClub**, Combination of print, interactive and video; **Telly Awards**, Campaign Branded Content, Bronze | **2016 Manny**, Best Interactive Patient Campaign | **2012 Manny**, Best Professional Campaign, Gold | **2009 Manny**, Best Integrated campaign, Silver; **Rx Club**, Integrated Campaign, Award of Excellence; Ad Campaign, Award of Excellence; **MM&M**, Best Overall Professional Campaign, Silver; Total Integrated Marketing and Effectiveness, Finalist; Best Professional Sales Aid, Finalist | **2008 Manny**, Best Professional Campaign, Gold; Best Overall Professional Advertising Campaign, Silver; **One Club**, Award of Excellence, Genentech, Abbott; **Creativity Awards**, Ad Campaign, Honorable mention

## Education

**Syracuse University** | Syracuse, NY  
**College of Visual and Performing Arts** | Bachelor of Fine Arts | 5/98  
Major Communications Design | Minor Marketing, Photography

## Skills

### Creative

Concepting & Big Ideas	Visual Development	Strategy
Managing both Art & Copy teams	Mentoring	Pitching & Presenting
Client Facing	Video/Television Production	Photoshoots
Scheduling & Budgeting	Branding	UX

### Technical

Mac expert—including InDesign, XD, Illustrator, and Photoshop. Figma Working knowledge of Powerpoint.

### Other

Young Professional Committee for the American Heart Association	Certified Yoga instructor
Avid Golfer	Dog mom

## LinkedIn

<https://www.linkedin.com/in/alexis-kern-8121226>