



Art Direction
 Concepts
 Strategic Branding

Francesca Harris
Inspired Creative

62 Riverview Road
 Tarrytown, NY 10591

P | 914-843-1089
 F | 413-596-3709
 W | www.francescaharris.com
 E | fran@francescaharris.com

Flexible thinking. Inspired Creative.

Maximizing profits, building solid relationships and growing brands. Francesca has had the best of opportunities over the past 22 years as a senior creative executive for the world's largest advertising agencies. She has launched over 20 brands (several in the billion dollar category) in 10 product categories within the health care and consumer industries. Over the years she has lectured on brand development mentored staff and has garnered many creative awards.

Proficiency in Quark, Illustrator, Photoshop, GoLive, web design and basic animation techniques

Experience

2005-Present **FHL&M** Owner, Principle Creative
 Providing creative and strategic services to a clientele consisting of boutique agencies that lack creative staff or need creative supervisors to pitch new business or produce materials for new product launches, promotional programs and develop web sites.

2001-2005 **Euro/RSCG Life** V.P., Associate Creative Director, Art
 Led 20 person creative team for Pfizer launch of Inspra. Responsible for maximizing revenue above fee by capturing all facets of internal and external communications beyond branding, messaging and launch tactics for this fast product introduction.

1997-2001 **Lyons Lavey Nickel Swift** Senior V.P., Associate Creative Director, Art
 Creative director and manager of marketing and advertising of agency's largest brand, Celebrex domestic business and worldwide). Responsible for the launch and direction of numerous blockbuster pharmaceutical products including Cipro, Baycol, Avelox, (Bayer AG) and Tikosyn (Pfizer). Managed creative billings in excess of \$25 Million.

1993-97 **FCB Healthcare** Group Art Supervisor
 Responsible for the creative direction and flow of numerous pharmaceutical products including Phosamax (Merck), Navelbine, Mepron, Eпивir and Retrovir (GlaxoSmithKline), Primaxin and Mefoxin (Merck). Developed and executed unique awareness campaigns for HIV infected patients in urban communities.

1990-93 **SJ Weinstein Associates** Senior Art Director
 Senior director of art related projects for both consumer and healthcare related business. Exclusive manager of agency's premiere biotechnology division whose client roster included Regeneron and Ceredase. Managed staff and creative billings.

1985-90 **Grey Worldwide** Senior Art Director
 Senior director of art for healthcare related business, including Noroxin (Merck). Developed numerous corporate campaigns and managed internal product development projects. Recruited new agency business regularly. Originally hired to direct art related projects for Grey Direct Worldwide. Managed and promoted consumer projects such as AT&T, IBM, DoubleDay Books and American Express Travel Related Services.

Education

1998-2001
 American Management Association, NY
 Leadership development

1986-88
 New York University, NY
 Certificate in Direct Marketing

1978-80
 Fashion Institute of Technology
 Advertising Design Major

Memberships

Graphic Artist Guild
 AIGA

Awards

Rx Club Award of Excellence
 JAMA Award for Advertising Excellence
 Champion Paper Certificate of Distinction
 Grey Direct Award for Design Excellence