



# C R E A T I V E A G I L I T Y

FRANCESCA HARRIS

francescaharris.com

fran@francescaharris.com

914-843-1089

CREATIVE CONCEPTS • STRATEGIC BRANDING • GRAPHIC DESIGN

**Creative Agility.** As passionate and innovative creative executive I have over two decades of experience shaping brands that thrive. Expertise spans launching blockbuster products, revitalizing brand narratives, and leading teams to deliver impactful campaigns. With a deep focus on healthcare industries, I bring agile thinking, cutting-edge design, and strategic vision to every project.

## Professional Experience

### EVP Head of Creative, Art | Triple Threat Communications

2007–Present

Pioneered creative strategies for 17+ years, delivering exceptional client service for top-tier AstraZeneca brands.

Spearheaded award-winning campaigns for oncology, respiratory, and cardiovascular portfolios, including launches of BRILINTA, EPANOVA and AEROSPHERE TECHNOLOGY.

Innovated with digital tools and storytelling methods to create compelling brand narratives.

### Owner & Principal Creative | FHL&M

2005–2007

Provided strategic and creative direction for boutique and network agencies, enhancing pitches and delivering high-impact creative for product launches. Clients included TTC Health, RCW, and more.

### V.P., Associate Creative Director, Art | Euro/RSCG Life

2001–2005

Directed a 20-member creative team for Pfizer’s Inspra launch, maximizing revenue through integrated campaigns.

## EXPERIENCE AT A GLANCE

CREATIVE DEVELOPMENT  
ON **26+**  
BRANDS

**5+**  
PRE-LAUNCH MARKET DEVELOPMENT CAMPAIGNS

NEW PRODUCT LAUNCHES  
**10**

IN **12**  
THERAPEUTIC CATEGORIES

## Key Skills

- **Creative Direction:** Concept development, brand storytelling, mentoring and team leadership.
- **Brand Strategy:** Developing award-winning campaigns across diverse product categories and channels.
- **Technical Expertise:** Adobe Creative Suite, Figma, basic animation techniques, and generative AI tools (Firefly, Chat GPT, Mid Journey, Sora, DALLE).

## Notable Projects

- AstraZeneca Aresosphere Franchise: Led branding and creative development for groundbreaking respiratory technology and early detection campaigns.
- Generative AI Integration: Advanced brand storytelling with innovative tools like Mid-journey, and DALLE.
- Omnichannel Evolution: Transitioned legacy brands to modern digital platforms, optimizing engagement.

## Awards & Recognition

Rx Club Award of Excellence

JAMA Award for Advertising Excellence

Numerous internal client accolades for innovative thinking

## Education

- **Fashion Institute of Technology:** Advertising Design Major
- **New York University:** Certificate in Direct Marketing
- **Leadership Development:** American Management Association