

Dedicated to award-winning work. Professional and consumer healthcare campaigns, product launches, brand identity, strategic planning and creative leadership. Diverse skill set, strong presentation and communication skills, broad range of category experience.

Donna Hersh

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EMPLOYMENT HISTORY:

2010-Present

Creative consultation

2007-2010

Vice President, Associate Creative Director, Copy
Surge Healthcare (Corbett Accel)

Domestic and global launch of Isentress®, an integrase inhibitor, and promotion of existing pediatric vaccines from Merck & Co. Also involved in new business and strategic planning.

2004-2007

Senior Vice President, Group Creative Director
Sudler & Hennessey

Galderma, Forest Laboratories, Pfizer Inc., Monogram Biosciences, new business efforts; creative development and strategic planning.

2004-2004

Senior Vice President, Creative Director
Company X, a division of Cline, Davis & Mann
Rubbermaid medical equipment

1998-2004

Vice President, Creative Director
Healthcare Dialog, Inc.

Forest Laboratories, Schering-Plough, Merck-Medco Managed Care, Novartis Pharmaceuticals, Pfizer, QD.online, The Natural Dentist, Clinical Lab Products and new business development. Led and managed full-service creative department.

1996-1998

Group Creative Supervisor
Grey Healthcare Group
GLAXO Wellcome respiratory products, new business development, creative input on other brands.

1992-1996

Freelance creative assignments

1991-1992

Senior Creative Director

United States Surgical Corporation

Converted in-house art department into full service, in-house agency.

Established copy/editorial department, traffic and production systems.

Gained knowledge of all product lines and surgical applications.

Managed department budgets. Developed promotional programs, corporate literature, and sales training programs. Worked with product management to define and implement marketing strategies.

1987-1990

Vice President, Associate Creative Director

Gross Townsend Frank Hoffman, Inc. (Grey Healthcare Group)

Headed one of three creative groups. Included supervision of art and copy for Johnson and Johnson, Bristol-Meyers, PB Diagnostics, Whatman Laboratories, Squibb-Derm, Lakeside Pharmaceuticals, Purdue Frederick, Adria Laboratories, Mead Johnson and Beecham. Member of Agency Management Committee.

1985-1987

Senior Vice President, Executive Art Director

William J. Bologna International (Healthworld)

Key/Schering Pharmaceuticals, Columbia Laboratories and new business initiatives.

1983-1985

Senior Art Director

Rolf Werner Rosenthal, Inc. (NCI)

Lederle Laboratories, Merck, Wampole Laboratories, Schering Corporation and Connaught Inc.

May 1980-March 1983

Art Director

Kallir, Philips, Ross, Inc.

Ortho Pharmaceuticals

EDUCATION:

- Fashion Institute of Technology, AA, Design and Illustration
- PSS III Training Program
- USSC Sales Training Program, Surgical stapling certification
- Quark X-Press, Parsons School of Design
- Edward Tufte Information Design

AWARDS:

Graphis, Triangle Awards, RX Club

ORGANIZATIONS:

A.S.S.C.H.E.E.C.K.S.

REFERENCES:

Please visit www.linkedin.com/in/donnaHersh for references and additional information.