



**Lorraine A. Davis**  
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A hard-working, collaborative creative director with a true talent for listening to a client's needs, understanding what motivates the customer and developing appropriate, innovative creative that delivers measurable, quality outcomes.

## Expertise

Branding and Marketing  
Layout and Design  
Digital Marketing  
Idea Generation  
Visual Conception  
Strategy Implementation  
Client Relations and Satisfaction  
Project Management and Scheduling  
Team Building and Motivation

## Education

**The College of New Jersey, Bachelor of Art**  
Advertising Design

## Testimonials

### Novartis Multiple Sclerosis Program

Gold Award winner, HIRC Digital Medicine,  
Provider Digital tools

"In my 30 years at [company] I have never seen  
such high customer interest in this tool."

### Xifaxan Liver Health EHR Plugin Solution

600+ installations

"Prescriptions for [brand] are higher in accounts  
where the plugin is used and demonstrated  
significant ROI."

### Salix Pharmaceuticals, Inc.

Achieved goal of IDN implementations  
within 3 months

"We won our CEO Award because  
of you guys"

## Experience

### Freelance/Contractor

#### Creative/Art Director

**2020-Present**

Clients: Pfizer and Cologuard

### Aventria Health Group

#### Senior Vice President, Creative Director

**1999-Present**

- Create branded and unbranded multi-component programs for major pharmaceutical brands, targeting providers, payers and patients.
- Produce launch programs, logos/style guides, training materials, educational videos, PowerPoint presentations and meeting materials.
- Digital resource development including videos, animations, responsive websites, landing pages, email campaigns, interactive tools, iPad apps, and plugins for EHR and HIT systems.
- Supervise and foster collaboration with a team of art directors, digital directors, and studio designers. Direct freelancers, illustrators, photographers, and developers.
- Brainstorm and strategize with project teams and coordinate with account services teams on tactics, timelines, and budgets.
- Improve operational efficiency by implementing workflow processes.
- Clients: Celgene, Janssen, Merck, Novo-Nordisk, Novartis, Otsuka, Salix, Sanofi Pasteur and Walgreens
- Therapeutic areas: arthritis, autosomal dominant polycystic kidney disease (ADPKD), chronic obstructive pulmonary disease (COPD), diabetes, HIV/AIDS, hypertension, influenza, liver diseases (cirrhosis, hepatic encephalopathy (HE), and Overt HE), mental health (schizophrenia, bipolar, depression), and metastatic melanoma and their cancers

### K. I. Lipton

#### Art Director

Clients: Church and Dwight (Arm & Hammer), Merck, and Smithkline Beecham