

# design

GEORGE MAZZEO

732-614-3015

art direction

## OVERVIEW

Creative, professional art director with more than 15 years of design, marketing and brand experience in pharmaceutical advertising. Skilled in providing targeted, smart design that increases sales and brand awareness. Highly proficient on the Macintosh. Current objective is a position of creative and professional growth at a pharmaceutical marketing/advertising firm.

## EXPERIENCE

### Freelance Art Director

#### Creative Marketing Alliance, Princeton Junction, NJ October 2007 – Present

- Currently designing promotional, collateral, and editorial materials for various healthcare and consumer clients for this marketing firm.

### Creative Director

#### Devcom—A Division of Princeton Partners, Princeton, NJ January 2005 – September 2007

- Managed all creative for Devcom, a healthcare advertising and marketing company. Clients included AstraZeneca, Wyeth, Novartis, Derma Sciences, Abeille Pharma, Osteotech.
- Instrumental in the rebranding of Devcom. Redesigned all print materials and web site
- Developed television and print campaigns for Westchester Medical Center, a DTC account.
- Contributed to web site design for Osteotech Pharmaceuticals and Princeton Living Well.
- Managed staff and freelance designers.

### Creative Director

#### GEO, Inc. Design, Fair Haven, NJ February 2001 – January 2005

- As an independent contractor, designed print and web materials for several pharma ad agencies: **The Network for Continuing Medical Education**, Secaucus, NJ; **Interlink Healthcare Communications**, Lawrenceville, NJ; **Sentrix Global Health Communications**, Berkeley Heights, NJ; **Integrated Healthcare Communications**, Parsippany, NJ, *et al.*

### Senior Art Director

#### Catalyst Communications, South Plainfield, NJ November 1999 – February 2001

- Developed and designed launch materials for Berlex Laboratories' Campath, a leukemia agent.
- Implemented new promotional campaign, and designed Med Ed materials for Fludara.
- Supervised a freelance staff of 2-3 art directors during peak business periods.

### Senior Art Director

#### Adient—A Commonhealth Company, Wayne, NJ March 1996 – November 1999

Managed creative development and art direction of several products:

- Levaquin, Floxin, Retin-A, Renova, Zemuron, Cognex, Zantac 75 and Merck vaccines.

## EDUCATION

### Bachelor of Fine Arts in Graphic Design — The School of Visual Arts, New York, NY

## SOFTWARE PROFICIENCY

Adobe InDesign, Quark XPress, Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver, Adobe Go Live, Powerpoint, HTML, Microsoft Word