

TONY DiPIETRO

Associate Creative Director / Copywriter

Award-winning hands-on creative leader who brings insightful ideas to life in unexpected ways for all channels. Diverse experience creating content for top brands and skilled at managing teams and building client relationships.

Freelance Associate Creative Director, NYC Feb 2023 – Present
Juice Pharma, The Bloc, Purple Moon, Eversana

- Led and created digital, social, broadcast, and a new website for Lybalvi
- Created a rare disease education website, CRM emails, and long-form content

Saatchi & Saatchi Wellness / VP ACD, NYC Jun 2020 – Jan 2023

- Created the *EsophaCrew* website, campaign and videos which won 16 awards
- Managed creative teams, led projects, developed creative concepts for pitches

Freelance ACD / Group Copy Supervisor, NYC Jan 2016 – Jun 2020
Havas Health, The Bloc, Klick, Katalyst, Harrison & Star, DDB Health, FCB Health, Zeno Group, Digitas Health, Doremus, Wunderman, McCann Health, Dragons Group, Crowdiate, Patients & Purpose

- Created digital work for major consumer, OTC, DTC and HCP pharma brands
- Won the Carnival account for Wunderman and led several pitches for agencies
- Won Gold MMM Social Media Campaign for Adakveo Twitch *Do U Challenge*
- Directed teams and executed innovative multi-platform campaigns including OLVs and content for websites, Facebook, Twitter, Instagram, and TikTok

Evoke / Associate Creative Director, NYC May 2015 – Jan 2016

- Created Otezla’s award-winning campaign and mobile app, plus video content
- Managed creative staff, led projects, partnered with strategy and UX team

Freelance ACD / Copywriter, NYC Jan 2015 – May 2015
Arnold, BoomAgers, Heartbeat

- Increased Reese’s sales by 32% and boosted its social media following by 75%
- Developed 360 campaigns and created digital assets including social media content for both consumer and DTC pharma brands such as Reese’s and Toujeo

Grey / Senior Copywriter, NYC Jan 2013 – Jan 2015

- Created the Cialis *Why Pause* campaign and other 360 DTC and consumer work
- Led client presentations, managed shoots, supervised juniors and freelancers
- Launched Trulicity with an integrated campaign and its responsive website

Freelance ACD / Copywriter, NYC Jan 2012 – Jan 2013
Organic, Iris, Havas, Momentum, Big Arrow Group, Creative Feed

- Drove record results with integrated digital and social media campaigns

Digitas / Senior Copywriter, NYC Apr 2010 – Jan 2012

- Pitched and won Crown Royal and TIAA-CREF then produced the 360 campaign
- Oversaw and executed digital and social work that exceeded client benchmarks

Freelance Senior Copywriter, Chicago Jan 2008 – Apr 2010
Two x Four, Upshot, Beam Global Proof, Tribal DDB

- Created strategic integrated campaigns and launched Red Stag by Jim Beam

Engauge / Senior Copywriter, Columbus Dec 2005 – Nov 2007

- Managed and mentored junior creatives while creating work for 360 campaigns
- Spearheaded creative for multiple new business wins including: Land O’Lakes, Donatos Pizza, Motorcycle Hall of Fame & Museum, and International Delight

Education

University of North Carolina at Chapel Hill / B.A. Advertising
School of Visual Arts / NYC

Contact Details

www.tonydcreative.com
212-477-2354
tony_dipietro@hotmail.com

Professional Skills

Managing Creative Teams
Strong Presentation Skills
Developing Talent
Creating Websites & Apps
360 Brand Campaigns
Strategy & Creative Briefs
New Business Pitches
Video Content Creation
Innovative Problem Solving
Annotation & Referencing
Client Management
Team Leadership
Strategic Tactical Planning

Healthcare Brands

DTC Pharma: Otezla, Cialis, Fasenra, Humalog, Eucrisa, Kevzara, Trulicity, FreeStyle Libre, Adakveo, Bydureon, Evenity, Sunosi, Vascepa, Imfinzi, Toujeo, Botox Chronic Migraine, Takeda, Lybalvi, Vezzah, SkinVive, Skyrizi

HCP: Vraylar, Mavyret, Genentech, Prolia, Lipitor, Merck Chronic Cough, Amgen Biosimilars, Nurtec, Vivitrol, Epidiolex, Biogen,Tepkinly, Ozempic

OTC: Flonase Sensimist, Mucinex, Cepacol, Abreva, Airborne, Nicorette, Advil, Sensodyne, Theraflu

Consumer Brands

American Express, Chase, TIAA-CREF, E-Trade, NFL, Comcast, Chicago Bears, Disney, Amtrak, Carnival, Hilton, ZonePerfect, P&G, Pizza Hut, Chunky Soups, Quaker Oats, Perkins, Cap’n Crunch, Reese’s, CVS, AARP, NOS, Pepsi, Mike’s Hard Lemonade, Jim Beam, Hornitos, Sol, Bacardi, Dewar’s, Durex, Microsoft, Sony, SiriusXM, Netgear, Gogo Inflight, LG, Sony, Air Wick, Diesel, Craftsman, Firestone, Bosch, Harley-Davidson, Lexus, BMW Motorcycles