

# TONY DIPIETRO

## Associate Creative Director / Copywriter

Award-winning creative leader with a passion for big ideas and smart storytelling in all channels. Brings bold, strategic thinking together with deep digital and integrated campaign experience across top brands. Known for elevating teams, building client trust, and delivering memorable creative that performs.

### Merkley & Partners / ACD Copy NYC Feb 2024 – Present

- Co-created the *YourAttentionPlease.com* campaign, launched in the Superbowl
- Led teams and creative for TV, digital, and social for **KISQALI** (breast cancer)
- Created patient ambassador videos + social work for Meta, Tik Tok, Pinterest
- Helped launch the breast cancer awareness website *UnderstandEBCrisk.com*

### Freelance Associate Creative Director, NYC Feb 2023 – Feb 2024

Juice Pharma, The Bloc, RAPP, Purple Moon, Eversana

- Concepted and led creative for **Lybalvi** digital, TVC, and brand website content
- Created *MoreThanPBC.com* DSE site + CRM program, and long-form content

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

- Created the award-winning *EsophaCrew* campaign, videos + site (16 awards)
- Launched **Eohilia** for EoE with an integrated campaign, website, videos + CRM
- Managed creative teams, led projects, developed creative concepts for pitches
- Led creative teams and pitches, produced work for **Skyrizi, Veezah + SkinVive**

### Freelance ACD / Copywriter, NYC Jan 2016 – Jun 2020

Havas Health, The Bloc, Klick, Katalyst, DDB Health, FCB Health, Wunderman, Digitas Health, Zeno Group, Patients & Purpose, McCann Health

- Created digital work for major consumer, OTC, DTC and HCP pharma brands
- Won **Carnival** and **Amtrak** pitches for Wunderman; led social + brand creative
- Developed award-winning **Adakveo** Twitch *Do U Challenge* (MMM Gold Social)
- Built DTC+HCP campaigns across video, digital, social: TikTok, IG, FB, Pinterest

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

- Created **Otezla** DTC campaign, app, digital video content (multi-award winning)
- Managed creative teams and collaborated cross-functionally with UX + strategy

### Freelance Associate Creative Director, NYC Jan 2015 – May 2015

Arnold, BoomAgers, Heartbeat

- Drove 32% sales lift and 75% social growth for **Reese's**
- Created campaigns for consumer and DTC brands such as **Toujeo**

### Grey / ACD Copywriter, NYC Jan 2013 – Jan 2015

- Created **Cialis** *Why Pause* campaign (TV, digital, print)
- Led client presentations, managed shoots, supervised juniors and freelancers
- Launched **Trulicity** with an integrated TV website, and digital campaign

### 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

- Won **Crown Royal** and **TIAA-CREF** accounts; developed full 360 campaigns
- Created high-performing digital and social activations

### 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**

## Education

University of North Carolina at Chapel Hill / B.A. Advertising

School of Visual Arts / NYC – Ongoing creative portfolio development

## Contact Details

[www.tonydcreative.com](http://www.tonydcreative.com)

(password: welcome)

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## Core Capabilities

Creative Direction  
Team Leadership  
Campaign Development  
Social Media Campaigns  
Cross-Channel Storytelling  
TVC & OLV Production  
Client Presentations  
Relationship Building  
Annotation & Referencing  
Strategy Collaboration  
Creative Brief Writing  
Developing Talent  
AI Creative Tools  
Figma, Miro, Adobe Creative  
Strategic Tactical Planning  
Brand Voice Development  
New Business & Pitches

## Healthcare Brands

**DTC Pharma:** Otezla, Cialis, Fasenra, Humalog, Eucrisa, Kevzara, Trulicity, FreeStyle Libre, Adakveo, Bydureon, Evenity, Sunosi, Vascepa, Imfinzi, Toujeo, Botox Chronic Migraine, Calquence, Scemblix, Dexcom, Lybalvi, Veezah, SkinVive, Skyrizi, Kisqali

**HCP:** Vraylar, Mavyret, Lipitor, Amgen Biosimilars, Merck Chronic Cough, Nurtec, Biogen, Ozempic

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

## Consumer Brands

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