

# 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
- Overseeing and executing work for Skyrizi and launches of Vezzah and SkinVive

**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