

# TONY DIPIETRO

## Associate Creative Director / Copywriter

A hands-on creative leader with the ability to manage others and bring compelling conceptual ideas to life in all channels. Experience on a diverse variety of top brands and nationally recognized for my clients' work.

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

- Created the EsophaCrew website, campaign and videos which won 15 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
- 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](http://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

**HCP:** Amgen Biosimilars, Genentech, Prolia, Lipitor, Merck Chronic Cough, Nurtec, Biogen, Vivitrol, Tecfidera, Epidiolex,

**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