



Joe Fago

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Profile

I'm an award-winning creative leader delivering strategic multichannel communications that unite people and healthcare brands. I am skilled at integrating high science and strategy with human insights to create memorable concepts that inspire people to take action.

Experience

Associate Creative Director/Copy, Imre Health; January 2024 - July 2024

Day-to-day creative lead of a cross-functional team developing marketing messaging and materials for a breakthrough therapy seeking FDA approval to treat a rare ovarian cancer. Multi-channel tactics include digital, social, event marketing, and print materials aimed at both patients and healthcare professionals.

Creative Director/Copy, Avalere Health (formerly Fishawack Health); March 2022 - November 2023

Provided creative leadership on the successful launch of a therapy for a rare chronic kidney disease. Strategic communications included separate disease state education, HCP, and consumer campaigns. Other responsibilities have included creative work for therapies for rare oncological diseases and neuroscience.

Associate Creative Director, GSW-Worldwide; June 2010 - March 2022

Creative lead on Eli Lilly & Company brands for migraine (Emgality), metastatic breast cancer (Verzenio), and Lilly's oncology pipeline. Also day-to-day creative lead for the cataract surgery medication Omidria. Additional experience as creative lead on Lilly's diabetes brands Bydureon, Humalog and Trulicity. Led the launch of Bydureon in the European Union. Managed day-to-day creative needs for Humalog insulin in the US market. Led the creative development of materials for the introduction of the diabetes therapy Trulicity to global markets.

VP, Senior Copywriter, JWT/Team Detroit/GTB August 2000 - June 2010

Accounts included: Bosch Automotive, Cedar Point Amusement Park, Compuware, Goodyear, Kohl's Department Stores, Oakwood Healthcare System, Ohio Art, Sherwin-Williams Paints, Tenneco Automotive, United Way, Warrior Sports, White Castle.

Art Director, W.B. Doner & Company

Accounts included: Ames Department Stores, British Petroleum, Chiquita Bananas, Coca-Cola, Holiday Rambler Motorhomes, Iams Pet Foods, and Uniroyal BF Goodrich Tires.

Education

Miami University, Ohio. BFA in graphic design and painting.

Awards and Honors

One Show

Clio Shortlist

Communication Arts feature

Art Direction Magazine feature

Academy of Television Arts and Sciences Television (Emmy) Finalist

New York International Festival, multiple

London International Festival, multiple

Telly Awards

Effie Awards, multiple

AICP Award

Caddy Awards, numerous, including 2 Best-of-Shows (TV and Radio)