



Joe Fago

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Profile

I'm an award-winning creative leader delivering strategic multichannel communications that unite people and brands. I believe that creativity is the ultimate currency. Vivid, engaging messages are crucial to acquiring brand awareness, preference, and loyalty.

Experience

Associate Creative Director/Copy, Publicis CoLab; August 2024 – present

Creative team leader for US and global HCP communications for a therapy approved across 5 indications including ulcerative colitis and rheumatoid arthritis. Provide leadership as well as hands-on participation in developing multi-channel tactics including campaign concepts, print, email, digital banners, and website.

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 in the development of marketing campaigns for the successful launch of a therapy for a rare chronic kidney disease. Strategic communications included digital, social media, print, video, salesforce, and event materials. Campaigns included disease state education, HCP, and consumer communications.

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

Creative lead on diverse pharmaceutical brands for various disease states including diabetes, oncology, migraine, and cataract surgery. Helped lead the launch of 2 diabetes therapies in the European Union and other global markets. Managed day-to-day creative needs for branded insulin in the US market. Led a cross-functional team of copywriters, designers, developers, and videographers to create multi-channel campaigns.

VP, Senior Copywriter, Team Detroit (formerly J. Walter Thompson); 2000 – 2010

Creative lead on consumer accounts including 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, and White Castle.

Art Director, W.B. Doner & Company; 1995 – 2000

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)