



art director



CONTACT



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TheRealGalo.com

BFA in Graphic Design
St. John's University
May, 1996
(Magna Cum Laude)

12B Combat Engineer
United States Army
May, 1997
(Combat Veteran)

High School Degree
William Cullen Bryant HS
June, 1987

PROFILE

Meet Galo. An art director that's passionate about creativity. Dedicated to simple and clean design with beauty. Capable of transforming complex scientific and medical narratives into storytelling visuals. A creative powerhouse with 25 years of agency experience in brand strategy, ideation, art direction, and brand development. Collaborative and easy to work with. A strategic thinker and meticulous designer that thrives in a fast-paced environment with tight timelines.

WORK EXPERIENCE

Owner/Operator

6/23 - Present

Brooklyn Beach Life

Started the only beach chair and beach umbrella rental business in Coney Island Brooklyn. Obtained funding, permits, licensing and staffing for the venture. Supervised a staff of 10 people. Managed scheduling, payroll and customer service.

Group Art Supervisor

8/22 - 6/23

RevHealth

Developed 360° marketing communications for three Pacira brands Non-opioid pain drugs Exparel and Zilretta as well as pain relief device Iovora. Developed new HCP campaign for Exparel that included designing print communications as well as an HCP and patient website. Created e-mail, banner and presentation templates. Created and produced HCP, DTC and convention videos.

Associate Creative Director

8/21 - 6/22

TBWA\Wildtype

Art lead on 3 indications for oncology treatment Keytruda. Worked in teams to create 360° HCP communications for both US and Global indications. Helped develop and implement KEYTRUDA brand guidelines that are utilized in all advertising and marketing materials globally. Worked closely with CWs to develop infographics for core detailing materials. Created logos for KEYTRUDA/Lenvima combination therapies.

Freelance Associate Creative Director

8/17-8/21

McCANN NY, GSW NY, TheBloc, Klick, Audacity Health, Motionstrand

Worked with the CD in creative teams to devise the marketing strategies and concepts for a variety of treatments ranging from oncology to vaccinations to hearing devices. Created convention materials for neurology unbranded disease awareness campaign from concept to convention floor. Developed social media content for ALS disease awareness campaign. Participated in global brand planning for PSA/PSO brand and launch planning for ALS treatment.

VP, Associate Creative Director

12/09-8/17

FCB Health

Worked in every medical category with every major pharmaceutical company while a founding member of *The Bank*—a conceptual think tank devoted entirely to new business pitches, launches and pro bono initiatives. Lead and supervised the creation of award-winning creative work. Generated new and innovative ideas to create a broad range of communications in support of integrated, cross-channel initiatives. Developed and implemented Autism SOS.org, an autism awareness initiative in conjunction with the National Autism Association.

SKILLS

Strong presentation skills. Expert with Adobe Creative Suite. Working knowledge of Microsoft Office. Professional artist. Fluent in Spanish.