

Howard

Friedman

360° Creative *Contract Writer/CD with broad, cross-media 360° experience* '08-'13

> Creation & integration of interactive, broadcast, print, CRM, DM, branding for consumer & trade

Key projects: Afinitor branding, American Hotel, Ampyra DTC, ArtsBridge, Chantix managed care, CourseSmart etextbooks, Excedrin.com, GetHalls.com, GlowWorm fiber optic, Hammermill Paper, Hospira, HouseParty.com events for BIC/Kraft Foods/McDonald's/Splenda, Lipitor program, Nelco Worldwide, Novartis OTC intranet, one2one.hospira.com, Procrit email, Registry Hotel Supply, Theraflu.com, Triaminic flu tracker

CommonHealth *Relationship Marketing, exclusively for healthcare* '03-'08

CREATIVE DIRECTOR

> Created and supervised patient & professional programs for first CRM-focused pharma agency

Healthcare firsts? The #1 dermatologist-prescribed acne med, first-in-class migraine prevention, #1 hypertension drug, antibiotic success guarantee, blockbuster launch for asthma control.

Clients include: AstraZeneca (Crestor, Exanta, Symbicort, Toprol XL), Cephalon (Provigil), Jansen (Risperdal), Johnson & Johnson (Acuvue), Nestlé (Good Start infant formula), Novartis (Starlix), Ortho-McNeil (Topamax, Levaquin), Ortho Neutrogena (Retin-A Micro)

Grey Direct eMarketing *Integrated online & offline transactional marketing* '00-'03

CREATIVE DIRECTOR

> Managed a lean and hungry 15-person staff to produce results-driven, interactive programs

The results? 29% email click thru rate for Balmex, 100% sales increase in slow season for Adobe, 187% more site visits for Cheap Tickets., 300% jump in registration for Flonase Allergy Rewards.

Clients include: Adobe, AICPA, American Movie Classics, Balmex, Bank of America, BellSouth, Calence, Cheap Tickets, Glaxo Smith Kline (Flonase, Imitrex, Welbutrin, Avodart), Goldman Sachs, JC Penney, JPMorgan Chase, Myron, Neoris, Oracle, RCI Holiday Network, Renaissance Cruises, Showtime, Telseon, Trip.com, Unisys, Warner Brothers, Xerox

The Sawtooth Group *Branding & Direct, ranked in Adweek's national top 100* '97-'00

CO-CREATIVE DIRECTOR

> Contributed to outstanding growth - from a \$50m boutique to a \$150m full-service ad agency

How? Successful launches of 14 new brands in 3 years time while continuing to grow base brands.

Clients include: Bell South Interactive Pagers, Coldwell Banker Real Estate, Estes Toy Rockets, Enamelon Toothpaste, Eucerin Skin Care, Homewood Suites by Hilton, McCormick Spices, Novartis, Pharmaton Natural Supplements (Ginsana, Ginkoba, etc.), Tetley Tea and Coffees

Creative Juice *Creative consulting services for advertising agencies and clients* '96

CREATIVE DIRECTOR, COPYWRITER, ART DIRECTOR

> Utilized diverse expertise for wide-ranging consulting in both branding and direct marketing

Three hats? Torn between writing and art directing, I furthered the transition to copywriting.

Clients include: AT&T, AAA Visa/MasterCard, Dearfoams, Diet Pepsi, Hoffman LaRoche, Miller Brewing, Popeye's Chicken, PNC Bank, Resorts Casino Hotel, Santa Fe Coffee, TCBY Treats, Terminix Pest Control, Zellers Department Stores

Ally & Gargano *One of the top-ranked creatively driven agencies of all time* '83-'95

GROUP CREATIVE DIRECTOR

> Created and supervised a rare breed of advertising – award-winning *and* business-building

The highlight? Managing the longest-running spokesperson campaign in history for Dunkin' Donuts.

Clients include: Bank of New York, Bryan Foods, Cadbury Beverages, Commodore Computers, Dunkin' Donuts, Federal Express, MCI Telecommunications, NFL Properties, Pfizer, Polaroid, Ralston, Saab Automotive, Tambrands, Weight Watchers, WYNY Radio

AWARDS: Clios, One Show, Andys, Addys, Art Directors Club, Echos, Medical Marketing Awards

EDUCATION: BA Communications Design / Pratt Institute

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