

ROGER NORRIS

CREATIVE DIRECTOR

ROGERNORRIS.COM

I'm a creative director with extensive advertising, design and healthcare experience. From a viral video that defied expectations for baby formula to a social-first financial brand campaign, I've created work that has entertained, educated and won awards. I'm skilled at partnering with clients, guiding teams and creating new campaigns from the ground up. I believe in relentlessly pursuing breakthrough creative work.

SKILLS

Creative & Art Direction • Brand Strategy • Concepting • Presentation • Team Management • Digital • Social • Online Video • Broadcast • Print • Experiential • Branding & Packaging design • Pharma (HCP & DTC)

APPLICATIONS

Adobe Creative Suite – InDesign, Illustrator, Photoshop • Sketch • Keynote • Microsoft Office Suite • G Suite

PRESENT | FREELANCE CD/ART & DESIGN | VARIOUS AGENCIES & CLIENTS

Brand development. HCP & DTC campaigns and pitches.

CVS, Neon, Havas Health & You, InTouch Group, 21 Grams, Wunderman Thompson & others.

6/2020 – 11/2020 | FREELANCE CD/ART | MCCANN HEALTH NEW YORK

HCP & DTC launch campaign. Created campaign for new cholesterol treatment from **Novartis**, launching Q1 2022.

1/2020 – 5/2020 | FREELANCE CD/ART | FCB HEALTH “THE BANK”

HCP, DTC & brand concepts and pitches. Social media PSA. Developed healthcare work for **Novartis, Gore, Gilead, Bayer** and other clients. Created FCB Health social campaign celebrating Black History month.

2003 – 2019 | VP CREATIVE DIRECTOR | PUBLICIS NEW YORK

Worked with clients. Refined briefs. Concepted campaigns and led pitches. Mentored junior teams and collaborated with writers, producers, photographers, directors, UX designers, web & app developers.

Similac: Created award winning viral video with PR & social content.

Citi: Created social content, digital, TV and print for global brand campaign.

Cadillac: Won pitch and created award winning launch film. Developed social, digital and PR elements.

Hilton Hotels: Launched new campaign incorporating video, print, digital & social media.

Miralax: Won pitch, developed TV, print and web campaign with social charity extension.

Garnier Fructis: Created TV, print, digital media and apps for men's hair products.

Buitoni: Created award winning campaign with TV, print, digital, OOH, retail events and brand guidelines.

2000 – 2003 | ASSOCIATE CREATIVE DIRECTOR | BATES WORLDWIDE

Concepted and developed experiential, digital, in-store, packaging and promotional campaigns.

Integrated campaigns for **Courvoisier, Beefeater, Sauza, Stolichnaya** and others.

AWARDS | Addys, Clios, New York Festivals, Golden Drum, Effies.

EDUCATION | **QUT:** Bachelor of Applied Science, Built Environment – Architecture & Industrial Design
East Sydney College: Fine Art Printmaking, **Hyper Island:** Master Class, Digital & Social Media

REFERENCES

Dan Weber SVP, Creative Director at Havas Health & You danweber01@gmail.com

Madhu Malhan SVP, Global Creative Services at FCB Global madhu.malhan@gmail.com

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