



Joe Madsen, VP Associate Creative Director

Career Summary

My experience includes general consumer advertising, promotions, customer marketing, and healthcare. I have experience in both DTC and HCP advertising and have managed teams for both work streams simultaneously. I've created everything from a Super Bowl spot to social media posts and everything in between.

Experience

Havas Health Lynx, New York, NY, 2023 - Present
VP, Associate Creative Director

Art lead on Eisai unbranded Alzheimer's disease campaign.
Managed, video, print, interactive and social media with multiple direct reports.

Saatchi and Saatchi Wellness, New York, 2021 - 2023
VP, Associate Creative Director

Art lead on the launch of a new indication in the gastro category. Managed TV production, 3D animation production as well as multiple photo shoots. Lead the launch team with multiple direct reports.

FCB Health, New York, NY 2013 - 2021

- Associate Creative Director, 2018 - 2021

Created and managed HCP campaigns for BI in the COPD category. Managed DTC, HCP and patient services teams for Pfizer and Otsuka with multiple direct reports. Art lead on, print, web, social media and video projects.

- Group Art Supervisor, 2016 - 2018

Responsible for concept, and design, photo and video shoots for multiple campaigns in the COPD category. Art Direction recognized by multiple award shows.

- Art Supervisor, 2013 - 2016

I was hired to be a member of FCB's BANK team. A team specialized in conceptual projects and new business pitches.

Centron, New York, NY

- Art Supervisor, 2012 - 2013
- Art lead on respiratory category. Supervised and mentored junior staff
- Senior Art Director, 2010 - 2012

Contact

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Education

School of Visual Arts,
New York, NY

BFA in Advertising
1999 - 2003

Top 5% of Class/Dean's List

Awards

- Cannes Health
- One Show Health
- Clio Health
- Lisbon (Short List)
- London International Awards
- Manny Awards
- Rhodes Family Award for Outstanding Achievement in Advertising
- New Jersey AD club
- One Club Scholarship
- New York Festivals (Short List)

Freelance Art Director, 2008 - 2010

TracyLocke, Wilton, CT 2005 - 2008
Art Director

Design, concept and copywriting for TV, print, promotions and customer marketing.
Created a campaign and Super Bowl spot for Ice Breakers chewing gum.

Brands: Ice Breakers Gum, Pepsi

Grey, New York, NY 2004
Permalence Art Director

Freelance/Permalence Art Director and Copywriter
Brands: Parrot Bay Rum, Kmart, Schlage Keys and Locks, O2 Optics

Needleman Drossman and Partners, New York, NY 2002 - 2003
Intern/Jr. Art Director

Brand: Dallek office furniture

Skills

- Concepts
- Design
- Management
- Mentoring
- Social Media
- TV/Video
- Photography
- Print
- Interactive

Software

- Adobe Creative Suite
- Capture One
- Midjourney
- Figma
- Powerpoint