



PAUL  
SMITH

Creative professional with a passion for design excellence, and a proven ability to lead, manage and inspire creative teams. Experience across a range of industries.

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## EXPERIENCE

### **CITRUS HEALTH GROUP** Chicago **SVP, Creative Director 2025-current**

- Leading the art department for Citrus Health Group's Engage business unit. Specializing in patient engagement and support resources, HCP, payer communications, and branding
- Developing interactive data driven interactive presentations, websites, and sales tools for pharmaceutical manufacturers and biotech companies
- Focused on new business, organic growth and building out a creative support team
- Collaborating with each center of excellence across the Citrus Health Group to enhance visual storytelling, creative presentations and interactive experiences

### **ENTRÉE HEALTH** Princeton, NJ / New York, NY **EVP, Creative Director 2015-2025**

- Head of the art department, overseeing art, design, and visual storytelling for all agency brands
- Managing, leading, inspiring, teaching and growing art department of 15+ art directors
- Helped agency grow year over year with steady new business pitch wins and organic growth through solid partnerships with existing client marketing teams and industry relationships
- Launched 15+ new products over the past 5 years. Led all agency creative communications to help raise awareness for those brands, including interactive value propositions, websites, journal ads, disease awareness, training materials, videos, banner ads and conference exhibits

### **CDM WORLD AGENCY** Princeton, NJ **VP, Group Art Supervisor 2008-2015**

- Managed Merck Cardiovascular Franchise, US and Global. Led the team on iPad interactive sales tools, interactive games, e-mail campaigns, banner ads, websites, mobile, eLearning, and print projects
- Managed NovoNordisk Hemophilia business, HCP and Consumer. Guided team on interactive tools, videos, conference booths, e-mail series, banner ads, website redesign, microsite and print projects

### **GSW WORLDWIDE** Newtown, PA **Associate Creative Director 2006-2008**

- Creative lead on multiple brands including: Topamax migraine, BioBehavioral Diagnostics, Medtronic and OrthoClinical Diagnostics. Developed print, web, and interactive assets.

### **LIFETIME ENTERTAINMENT** New York, NY **Art Director 2004-2006**

- Developed network advertising promotions across print, TV, radio, and web
- Developed all promotions in 2004-05 for "Women Rock!" the annual musical event to help fight breast cancer. Including concert signs, program, invite, ticket, poster, billboard, guitar and more

### **THE LUBOW AGENCY** New York, NY **Art Director 2002-2004**

- Involved in all phases of creative development and execution while also helping the New York start up of the agency with new business pitches, website, and promotions

### **USA NETWORKS / SCI-FI CHANNEL** New York, NY **Art Director 1998-2001**

- Developed network advertising promotions across print, TV, radio, and web
- Work awarded with 2 One Show pencils, for interactive branding campaign and magazine ad

### **SIMON & SCHUSTER PUBLISHING** New York, NY **Art Director 1996-1998**

- Book cover design and promotions

## CORE SKILLS

**Idea generation:** Strategic thinker, exceptional at distilling complex messages into conceptual ideas

**Creative direction:** Experience across mediums, directing designers, developers, photographers and illustrators

**Communication:** Confident verbal skills presenting to clients, pitching for new business and team leadership

**Software:** Adobe Creative Suite, After Effects, Sketch, Premiere, Wordpress, Figma, Powerpoint, Blender

**Knowledge:** HTML, CSS, Midjourney, Runway, ChatGPT

## EDUCATION

**School of Visual Arts** Bachelor of Fine Arts in Graphic Design / Silas H. Rhodes Scholarship

## AWARDS

Medical Marketing & Media Silver 2023, 2016, 2013, 2010, Promax and Broadcast Design Awards Gold, 2005, 2004, (2) Silver 2003, Silver 2002, One Show Advertising Awards (2) Bronze Pencil 2001, Cannes Lion 2001  
Communication Arts Design Annual 2000, Print magazine Regional Design Annual 1999, NY Book Show Design