



# HELEN BOAK

🔍 tell me more about Helen Boak th|

- the **creative director**
- the **leader**
- the **strategist**
- the **explorer**
- the **artist**
- the **girl from Brooklyn**

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## PASSIONATE CREATIVE:

Maker of moving experiences. Driver of creative excellence. Advocate for wow!

*"Thinks outside the box. Great presenter. Very smart."*

## TRAILBLAZING LEADER:

Empowers creatives while rolling up her sleeves. Fosters a safe environment for growth and doing our best work, together.

*"Helen doggedly improved the perception of the art department...tried to build bridges with all departments... her hard work is truly taking hold across the agency."*

## SKILLED ART DIRECTOR:

Passion for helping brands stand out in the best, most creative way possible. Communicates the brand voice and vision across digital, print and experiential.

*"Whether it's final art, comp art or a presentation, Helen's vision always improves what's being seen."*

## ULTIMATE BRAND CHAMPION:

Builder of strong brands with differentiating creative and guidelines that provide the creative latitude required for dynamic omnichannel experiences.

*"Responds to clients on so many different levels. A true brand steward."*

## STEADFAST NAVIGATOR:

Knows how to navigate change, shepherd clients through the creative process and manage job flow.

*"Helen adapts to environments...and doesn't let it demotivate her in any way, shape or form."*

## EXPERTISE

- Brand Building | Strategy
- Concepting | Layout | Design
- Brand Identity
- Art Buying | Production
- Workshop Planning | Moderation
- Adobe InDesign | Illustrator | Photoshop

## EDUCATION

- Art Institute of Philadelphia  
Associate Degree Visual Communication
- School of Visual Arts | Pratt Institute  
Course Work

## TRAINING

- Healthcare Businesswomen's Association
- Mind's Eye Marketing Planning–Matt Seymour
- Hyper Island Master Class–The One Club
- Leadership Training–BlessingWhite



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*Great creative moves*

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## PROFESSIONAL EXPERIENCE

### REVHEALTH

Morristown, NJ  
Oct 2014 - Jan 2024

#### SVP Creative Director >> EVP Creative Director

- o Contributed to 9 years continued agency growth in services, talent, and billings and VC agency sale in 2022
- o Directed creative team through 10 award-winning product launches and disease awareness campaigns
- o Held a leading creative role in establishing the agency in the oncology space
- o Partnered with agency leadership in strategic and new business development

### H4B CATAPULT

Princeton, NJ  
Jun 2010 - Oct 2014

#### SVP Creative Director

- o Delivered 5 successful brand launch initiatives for the agency within the first year
- o Developed high-performing creative department and studio, overseeing art staff of 14 + freelance
- o Involved in all aspects of agency business, staffing and culture as Executive Leadership Team member
- o Partnered with global leadership across Havas Health network supporting US and ex-US business

### HLG

Philadelphia, PA  
Apr 2005 - Jul 2009

#### Creative Director >> Executive Creative Director

- o Honed collaboration and multi-tasking capabilities with full creative art, copy and studio responsibilities
- o Managed all aspects of creative, strategy, brand identity and creative communications
- o Transformed a creative department and launched interactive group
- o Member of Business Management Committee and the Executive Leadership Team

### ICC

Parsippany, NJ  
Aug 1993 - Apr 2005

#### Art Director >> VP Associate Creative Director

- o Immersed in a range of specialties from oncology and neuroscience to onychomycosis
- o Increased strategic involvement across professional and educational communications
- o Built strong relationships with departments (studio, production, traffic, medical affairs), various levels of management (account services, finance, C-suite), and external contacts (clients, suppliers, freelancers, network agencies)