

HELEN BOAK

Creative Director | Brand Builder | Art Director

HBoak@pharmaCD.com | pharmaCD.com | linkedin.com/in/pharmaCreativeDirector | 610-216-5456

SUMMARY

Award-winning Creative Director with expertise in healthcare communications, branding, and omnichannel campaign execution. Proven leader in art direction, strategic concepting, and team development. Trusted by top pharma clients for launch excellence and creative innovation. Excels in blending artistic vision with business strategy to deliver high-impact results.

CORE COMPETENCIES

- Art Direction
- Healthcare & Pharma Marketing
- Branding and Strategy
- Concepting, Layout & Design
- Creative Team Management
- Client Engagement & Pitch Presentations
- HCP & DTC Communications
- Art Buying & Production

PROFESSIONAL EXPERIENCE

Associate Creative Director, Art

PRINCETON10 – Remote | Jan 2025 – Apr 2025

- Art directed creative for the agency's top client and first commercial launch across HCP and DTC
- Collaborated in strategic planning, message development, and visual execution
- Onboarded and embraced 10+ enterprise platforms and improved remote creative workflows

EVP, Creative Director, Art

REVHEALTH – Morristown, NJ | Oct 2014 – Jan 2024

- Helped drive agency growth leading up to its acquisition (VC sale, 2022)
- Oversaw 10+ pharma brand launches including oncology and rare disease categories
- Shaped agency culture and new business wins through cross-functional leadership

SVP, Creative Director, Art

H4B CATAPULT – Princeton, NJ | Jun 2010 – Oct 2014

- Built and led a 14+ person art department and creative studio
- Played pivotal role in leadership, staffing, and operational planning
- Partnered with global network teams supporting domestic and international brands

Executive Creative Director

HLG – Philadelphia, PA | Apr 2005 – Jul 2009

- Led full-spectrum creative strategy and execution for healthcare and biotech brands
- Introduced interactive media group to expand digital capabilities
- Served on Business Management and Executive Leadership Teams

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EDUCATION & PROFESSIONAL DEVELOPMENT

- Art Institute of Philadelphia – Associate Degree, Visual Communication
- School of Visual Arts & Pratt Institute – Additional Coursework
- Hyper Island – Digital Transformation Masterclass
- HBA – Healthcare Leadership Programs
- Blessing White – Leadership Training
- LinkedIn Learning – Ongoing coursework

TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- PowerPoint, Miro, Figma, FigmaJam
- Office 365, Slack, Midjourney

PROFESSIONAL PRAISE

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

"A true brand steward with exceptional vision—from concept through execution."

"Built bridges across teams and elevated department visibility agency-wide."