

ELISSA CURTIS

Creative Director | Market Access | Pharmaceutical Advertising & Healthcare Branding | Integrated Campaigns | HCP & Patient Marketing | Creative Leadership & Strategy

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EXECUTIVE SUMMARY

Creative Director with 20+ years of experience leading brand strategy, creative direction, and integrated multichannel campaigns across pharmaceutical, biotechnology, specialty pharmacy, and healthcare organizations. Expertise in market access, oncology, rare disease, specialty therapeutics, commercialization, and HCP and patient communications. Proven leader who combines strategic vision with hands-on execution while partnering with Medical, Legal, Regulatory (MLR), Commercial, and Executive teams to deliver compliant, high-impact creative that drives business growth.

SELECTED CAREER HIGHLIGHTS

- Built Elevate Health Technologies and OnePulse Connect brand ecosystem supporting 2M+ patient lives and 2,000+ provider locations.
- Led enterprise rebrand unifying four organizations under the AscellaHealth global brand platform.
- Directed six consecutive Asembia Specialty Pharmacy Summits, growing attendance from 3,000 to 5,000+ attendees.
- Contributed to Stevie® Award-winning Marketing Group of the Year organization.
- Supported organizations recognized among the Financial Times' Fastest Growing Companies.

CORE COMPETENCIES

Market Access Strategy • Pharmaceutical Advertising • Specialty Therapeutics • Oncology • Rare Disease • HCP Marketing • Patient Marketing • Value & Access Communications • Integrated Campaigns • Creative Direction • Brand Strategy • Campaign Concept Development • Market Access • Digital & Print Design • Presentation Design • Sales Enablement • New Business Pitches • Client Leadership • Creative Team Leadership • MLR Collaboration • Adobe Creative Cloud • Figma • PowerPoint • AI-Enabled Creative Workflows

PROFESSIONAL EXPERIENCE

Elevate Health Technologies | Creative Director | 2025–2026

- Led creative strategy and brand development for Elevate Health Technologies and OnePulse Connect, connecting providers, patients, pharmaceutical manufacturers, and payers.
- Directed integrated marketing across digital, web, presentations, conferences, sales enablement, email, social media, and product launches.
- Built scalable brand systems while partnering with executive leadership to support provider engagement, specialty pharmacy, and pharmaceutical partnerships.
- Achievement: Platform reached 2M+ patient lives, 2,000+ provider locations across 29 states and achieved a 98% utilization rate.

RxAccess Partners | Creative Director | 2024–2025

- Led creative strategy and branding for a pharmaceutical market access consultancy, supporting manufacturers with value messaging, commercialization, and multichannel campaigns.

- Created executive presentations, sales enablement tools, conference materials, and client communications for payer, provider, and patient audiences.
- Partnered with executive leadership on RFPs, proposals, client presentations, and new business while translating complex market access strategies into compliant creative.

AscellaHealth | Creative Director | 2021–2024

- Directed an enterprise-wide rebrand for a global specialty pharmacy organization supporting manufacturers, payers, providers, and patients.
- Led integrated campaigns across specialty therapeutics, market access, commercialization, HCP marketing, patient services, and digital channels.
- Partnered with commercial leadership to deliver executive communications, sales enablement, and compelling, compliant market access materials.
- Achievement: Supported recognition by the Financial Times and a Stevie Award-winning marketing team.

Mota9 Creative | Creative Director | 2017–2021

- Directed 360° pharmaceutical marketing campaigns across digital and print channels.
- Led creative teams, client presentations, commercialization programs, and rebranding initiatives.
- Achievement: Helped secure Bristol Myers Squibb as an Agency of Record relationship.

Asembia | Creative Director | 2012–2016

- Directed creative strategy for Asembia and six Specialty Pharmacy Summits.
- Led rebrand transition from Armada Healthcare to Asembia across all touchpoints.
- Designed event identity systems, environmental graphics, executive presentations, and experiential campaigns.
- Achievement: Summit attendance grew from 3,000 to more than 5,000 annually.

EC Direction | Principal, Creative Director | 2008–Present

- Lead branding, website strategy, digital marketing, social media, email campaigns, and executive communications for healthcare, technology, engineering, luxury, and Fortune 500 clients.

ADDITIONAL EXPERIENCE

Toys 'R' Us • Turchette Advertising • Delia Associates • DVC Interactive • Poppe Tyson/Bozell Worldwide • Grey Advertising • Adjunct Professor (Montclair State, RVCC, DeVry)

EDUCATION

Master of Fine Arts, Photography & Graphic Design — Pratt Institute

Bachelor of Fine Arts, Visual Design & Photography — University of Massachusetts

AWARDS & RECOGNITION

Stevie® Award Winner — American Business Awards 2023

The Americas' Fastest Growing Companies 2024 — Financial Times

Boston Globe Photography Award — Honorable Mention

TECHNICAL SKILLS

Adobe Creative Cloud • Figma • Sketch • WordPress • Strapi CMS • Microsoft 365 • Google Analytics • Asana • Basecamp • Trello • ChatGPT • Claude AI • Google AI • Gamma • Canva • BigMarker