

ELISSA CURTIS

Creative Director | New Business & Pitch Leadership | Brand Strategy | Integrated Campaigns | Executive Storytelling
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EXECUTIVE SUMMARY

Creative Director with 20+ years of agency and in-house experience leading brand strategy, integrated campaigns, and high-impact creative for global healthcare, pharmaceutical, technology, and B2B organizations. Proven track record leading competitive RFPs, new-business pitches, executive presentations, and brand transformations that turn complex strategy into compelling stories. A hands-on creative leader known for originating breakthrough campaign concepts, mentoring multidisciplinary teams, and partnering with executive leadership to win business and build brands. Fluent in Adobe Creative Suite, Figma, PowerPoint, Keynote, Google Slides, and AI-enabled creative workflows.

SELECTED CAREER HIGHLIGHTS

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

CORE COMPETENCIES

Creative Direction • Brand Strategy & Positioning • New Business & RFP Leadership • Executive Presentations & Storytelling • Integrated B2B & B2C Campaigns • Campaign Concept Development • Brand Identity Systems • Client Presentations • Art Direction • Omnichannel Marketing • Team Leadership & Mentoring • Executive Communications • AI-Enabled Creative Workflows • Business Development • Adobe Creative Suite • Figma • PowerPoint • Google Slides • Keynote

PROFESSIONAL EXPERIENCE

Elevate Health Technologies Creative Director	2025 to 2026
- Led corporate brand strategy and the launch of OnePulse Connect, from naming through market introduction. - Developed integrated campaigns across digital, web, presentations, conferences, email, social media, and sales enablement. - Partnered directly with executive leadership on strategic messaging, investor presentations, and business development initiatives. - Established scalable brand standards and creative systems to support rapid organizational growth. Impact: Platform reached 2M+ patient lives and 2,000+ provider locations across 29 states, achieving a 98% utilization rate.	
RxAccess Partners Creative Director	2024 to 2025
- Directed creative strategy supporting pharmaceutical manufacturers across payer, provider, and patient communications. - Developed commercialization campaigns, value messaging, executive presentations, and sales enablement materials. - Partnered with executive leadership on RFP responses, proposals, client presentations, and new-business initiatives. - Produced integrated marketing assets across digital, print, conferences, and presentations.	
AscellaHealth Creative Director	2021 to 2024
- Spearheaded an enterprise-wide rebrand across global markets. - Led integrated omnichannel campaigns supporting specialty pharmacy, commercialization, patient services, and market access. - Developed executive presentations, conference experiences, sales tools, and digital campaigns. - Presented creative strategy to executive leadership and cross-functional stakeholders. - Managed internal teams, agencies, freelancers, and production partners.	

- **Impact:** Contributed to Financial Times Fastest Growing Companies recognition and a Stevie® Award-winning marketing team.

Mota9 Creative | Creative Director

2017 to 2021

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

Asembia | Creative Director

2012 to 2016

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

EC Direction | Principal, Creative Director

2008 to 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