



JIN 5 PARK

PROFESSIONAL SUMMARY

I am a creative director with over 20 years of experience leading teams in developing and producing integrated campaigns at top agencies. I believe that while great content remains king, it's the power of storytelling that elevates advertising from the ordinary to the memorable. I guide my teams to approach every project through a storytelling lens, ensuring that narratives transcend the norm. By fostering a culture of strategic thinking and bold creativity, I empower teams to craft designs that are not only visually striking but also uniquely ownable. Through strong leadership, collaboration, and a relentless pursuit of excellence, I drive my teams to push creative boundaries and deliver work that makes a lasting impact.

EXPERIENCE



Creative Director Lippe Taylor 06/2023 – 11/2024

Pacira, Acadia, Organon, UCB, Tarsus, Urovant sciences

- Transformed a PR opportunity for Pacira Biosciences into their first-ever fully integrated 360° national awareness and education campaign for EXPAREL, spanning film, social, activations, and digital channels.
- Developed and implemented highly engaging, earned-first activations leveraging AI, AR, data analytics, and current social trends to craft powerful immersive stories that prioritize relevance and impact.
- Expertly leverage MedFluencers and the SERMO platform to expand patient reach, driving innovative digital engagement strategies and delivering proven results in patient acquisition.
- Led concept, creative development, and presentation of new business development efforts winning several accounts like Jazz Pharmaceuticals and Auvi-Q.



Group Creative Director Eversana Intouch 03/2022 – 03/2023

Teva, Merz, Biogen, Sunovion

- Supervised all creative efforts and led a team of 6 creatives across multiple brands and indications for Teva Pharmaceuticals' AOR. Spearheaded high-impact campaigns for AUSTEDO, encompassing film, website, email, social, and digital channels. Developed patient testimonials that broke through the noise and captured audience engagement, which led to AUSTEDO exceeding 1.2B in annual revenue, which was a 28% increase from 2022.
- Managed and motivated CDs, ACD's, and ADs to go beyond the status quo to bring ideas to life, ensuring consistent creative excellence of all work across disciplines and deliverables.
- Maintained strong relationships and clear communication with account, planning, and SME teams. Leveraged these partnerships to drive both client and agency goals forward.



Creative Director VMLYR NY 10/2016 – 02/2022

Pfizer, LifeScan, PhRMA, Late July, Leviton, RetailMeNot, National Park Foundation, Search Dog Foundation

- Headed one of the most ambitious marketing launches for Pfizer's Comirnaty (COVID-19 vaccine), leading across film, activations, social, and digital specifically tailored to different demographics. In 2021, Pfizer's vaccines and medicines reached an estimated 1.4 billion people.
- Launched a highly effective omni-channel campaign for Xtandi spanning TVC, OLV, website, social, digital, and experiential that propelled annual sales growth from 2% to 10% in a highly competitive oncology drug market.
- Engineered a takeover in Times Square on New Year's Eve, putting VMLY&R Health's artistry on display for an even vaster audience.
- Contributed to a 23% revenue growth in VMLY&R Health, increasing from \$204M in 2021 to \$249M in 2022.
- Ability to multi-task across multiple pieces of business and meet tight deadlines in a fast-paced, ever-changing environment



Creative Director Deutsch inc. 03/2012 – 05/2016

Acuvue, Outback Steakhouse, Jägermeister, Sherwin-Williams, Benzac, TNT, GoDaddy, Microsoft

- Spearheaded a monumental global creative campaign effort for Global Acuvue with Lens that changes everything. Developed and implemented a comprehensive global style guide, adopted by over 100 countries, ensuring consistent brand identity and messaging across all markets. International sales grew nearly 5%.
- Led creative ideation with cross-functional teams to continually evolve Outback Steakhouse promotions.
- Transformed a limited \$100K budget into a viral campaign for TNT's new show Mob City, driving engagement from 2K to 43 million Twitter impressions - all before the show even aired.
- Created one of the most talked about Super Bowl TV for GoDaddy which directly resulted in the brand's highest sales day in history and drove 700% increase in brand awareness.

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SKILLS

Creative Storytelling

Art Direction

Design

Omni-channel Campaigns

Digital Innovation

Brand Development

Brand Identity

Brand Experiences

Creative Strategy

Content Creation

Digital Marketing

Visual identity

Film/OLV

Creative AI/AR

Social Marketing

Experiential

Social Strategy

KOL Activation

Earned Media

Product Launches

Influencer Programs

Events

TECH SKILLS

Adobe Creative Suites

Figma

Mid Journey

Microsoft 365

AI

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EXPERIENCE



Associate Creative Director TBWA\Chiat\Day NY 06/2008 – 02/2012
Accenture, ABSOLUT, Michelin, Alli, Vonage

- Managed large-scale, cross-channel deliverables for Accenture's global launch, covering print, OOH, website, and digital.
- Led the design of packaging, bottle, print, OOH, and experiential for ABSOLUT. Created a wildly successful music video that garnered over 100 million views on YouTube.

EDUCATION

Project Management Certificate / NYU, New York, NY 1999

Master of Fine Arts in Interactive Multimedia / School of Visual Arts, New York, NY 1997

Bachelor of Arts in Illustration / School of Visual Arts, New York, NY 1995

RECOGNITION

Cannes Lion, AICP Next, Webbys, One Show, Communications Arts Design, Digital and Typography Annuals.

CATEGORY EXPERIENCE

DTC and HCP Healthcare, Fortune 100 & Fortune 500 brands across entertainment, tech, finance, telecom, CPG, auto, hospitality, QSRs, retail, PSAs, and non-profits.