



JIN 5 PARK

PROFESSIONAL SUMMARY

I'm a Creative Director with 20+ years of experience leading teams and creating integrated campaigns at top agencies. I believe great content may be king, but storytelling is what makes it memorable—turning strong ideas into work people connect with. I embrace AI as a creative tool, not a replacement for ideas, taste, or craft, but as a way to explore faster, visualize bigger, and unlock new creative possibilities. By combining strategic thinking, bold creativity, emerging technology, and a strong storytelling lens, I lead teams to create work that's visually compelling, culturally relevant, uniquely ownable, and built to make a lasting impact.

EXPERIENCE



Creative Director 09/2025 – Present

BOTOX Cosmetic

- Leading the launch of BOEY, the first new trial neurotoxin from the makers of BOTOX Cosmetic. A massive branded and unbranded creative efforts across TVC, CTV, social assets launching 2027.
- Worked closely with the Allergan Marketing team to ensure we captured all necessary content across film, social-native and self-shot content, photography, maximizing production efficiencies while staying within budget.
- Partnered with PRC and regulatory to ensure all creative was compliant while protecting the integrity of the work.



Creative Director Lippe Taylor 06/2023 – 11/2024

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

- Transformed a PR opportunity for Pacira Biosciences into EXPAREL's first fully integrated 360° national awareness campaign, spanning film, social, experiential, and digital.
- Leveraged MedFluencers and SERMO to expand patient reach, developing targeted digital strategies that drove engagement and patient acquisition.
- Led creative strategy, concept development, and new business pitches, helping win accounts including 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

- 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

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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



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.

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.