

ADAM KAPLAN

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SUMMARY:

Executive Creative Director/Head of Creative Services/Marketing Director/Branding Lead:

Versatile marketing leader driving success across Technology, Healthcare, CPG, B2B, B2C, Fintech, Energy, Manufacturing, Startups, and Venture Capital sectors. Subject matter expert in branding, creative, content, and integrated marketing strategy.

WORK EXPERIENCE:

Adam Kaplan Creative • Trumbull, CT, USA • 2000 to 2024 [Bridges between full-time positions/pro bono] Owner, Chief Creative Officer

Sole proprietorship providing integrated creative marketing services including Branding, Concept, Creative Strategy, Copywriting, Nomenclature, Design

- My consultancy serves as a bridge between full-time positions as well as enabling me to donate pro-bono work
- Clients included: HP, GDI Adhesives, Reebok, Pepsi, Snapple, Nantucket Nectars, Palm Ventures, PerkinElmer, Interstate Waste Services, Dannon, MetLife, Consumer Reports, CRN International, IBM, Foxwoods, Hormel, Beef Producers of America, M&M/Mars, Heinz, Guinness, Smirnoff, Nexium, Deloitte & Touche, The American Cancer Society, ANNEX, Channel Signal, Virtusa
- Notable: I wrote many of the 'Real Facts' that you'll find under Snapple lids

Omnicom Health Group • New York City, NY/Boston, MA •, 2021 to 2023

Oversaw/Provided: Concept, Creative Strategy, Creative Direction, Copywriting, Nomenclature, Process, Culture in a leadership capacity for subsidiaries of Omnicom, a Fortune 500 company.

TBWA WorldHealth • Vice President, Associate Creative Director

TBWA WorldHealth is a global pharmaceutical agency focused on Healthcare Professional (HCP) Marketing

- Clients included: Amgen (Repatha), Janssen (Tremfya), Moderna, Pfizer, and Bluebird Bio

Entrée Health • Vice President, Group Copy Supervisor

Entrée Health is an industry-leading Market Access-focused pharmaceutical marketing with a focus on Health Economics and Outcome Research (HEOR)

- Clients included: Vertex, Calliditas, Eisai, HutchMed, and Premier Pharmacy
- Notables: Oversaw and wrote key strategic marketing materials that helped Vertex earn the first gene therapy approval from the U.S. Food and Drug Administration (FDA)
Responsible for over \$5MM in agency revenue

Pitney Bowes • Stamford, CT, USA • 2014 to 2020

Global Creative Lead, Creative Services

Pitney Bowes is a Fortune 1000 global technology leader in shipping, mailing, logistics, as well as e-commerce/Location Intelligence software.

- Oversaw: Creative, Content, Concept, Branding, Creative Strategy and integrated marketing efforts for the global portfolio of business units, products, and services
- Served as the Global Subject Matter Expert for Creative and Brand Guidelines, Creative Processes, Chief Tone of Voice Officer
- Global architect/administrator for Digital asset management, video repository, and creative technologies
- Led all global video and audio efforts as Lead Producer, Director, Writer, and Talent
- Established and led the Global Creative Review Council and Global Nomenclature Team
- Notables: Established, evaluated, and oversaw/created creative/copy/strategy for the company's first global rebrand in 30 years.
Re-established and rebranded Wheeler Financial Bank

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WORK EXPERIENCE (con't):

Signature Brand Factory • Southington, CT, 2013 to 2014

Acting President, Vice President, Client Services

Signature Brand Factory is a privately owned, boutique digital advertising agency.

- Provided oversight for Client Relations, Operations, Creative, Facilities, and Personnel
- Primary clients included: the University of Connecticut, Fresenius Medical Care, VT Milltope, and VOCO Audio

Cigna • Bloomfield, Connecticut, 2010 to 2012

Global Creative Director (in-house contract via Aquent)

Cigna is ranked in the top 15 companies in the Fortune 500 as a global leader in healthcare and insurance solutions.

- Founded and led their startup internal agency to achieve over \$4MM within of startup
- Provided Creative/strategic oversight for both the startup agency as well as the global brand as the primary source of creative direction, creative strategy, vendor relations, and copywriting
- Clients included: Disney, JPMorgan Chase, ESPN, UniFirst, Carlson, DuPont, Cigna, SAIC, BAE Systems, Choice Hotels, Western Union
- Notable: Helped lead the first global rebranding effort for Cigna in 30 years

SFA Marketing • Trumbull, Connecticut, 2009 to 2010

Vice President, Creative Director

SFA Marketing is a privately owned branding, advertising, and web development agency

- Responsible for the oversight of global and national accounts, Creative/Digital departments, Account Management, Branding, UX/UI, and Strategy
- Primary clients included CooperSurgical, Elster Energy, Raymond Corporation, Connecticut Community Bank, Wallach Surgical, CineBistro, and Cobb Theatres

EDUCATION:

- Master Of Business Administration (MBA), Strategy: Quantic School of Business And Technology • 2021
- Bachelor Of Fine Arts (BFA), Advertising Design: Syracuse University • 1991

PUBLIC SERVICE:

- Guest lecturer and final project judge: University of Bridgeport, MFA program
- Featured Contributor: *Advertising Principles and Practices: 8th Edition*
- Vice President, Board of Governors: Tashua Knolls Golf Club, Trumbull, CT
- Lead Hike Leader: Appalachian Mountain Club, Acadia, Maine
- Repeat volunteer for The United Way, American Cancer Society, Fraser-Woods Montessori School, Newtown, CT, Connecticut Loves Children: Reader program @ Stark Elementary School, Stamford, CT, Person-to-Person, New Canaan, CT, The Discovery Museum, Bridgeport, CT

ACKNOWLEDGEMENTS

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