

Caroline Fish

Creative Director | Copy

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Just the Facts

CDMiConnect Currently
VP, Group Copy Sup
Integrated patient marketing for
Tecfidera, Biogen, Actimmune

TMP 2013 – April 2014
Creative Director
Employer branding and
advertising for Verizon.

Footsteps 2012 –2013
Creative Director
Helped steer Gillette and Lowe's
towards a total market strategy.

Prime Access 2011
Freelance Creative Director
working on Merck medications
Isentress and Victrelis.

GlobalWorks 2000 – 2011
Partner, Creative Director
Integrated digital, branding,
broadcast, and direct response.

Admerasia 1999 – 2000
Creative Director in charge
of advertising for MCI.

YAR 1996 – 1999
ACD on AT&T multicultural.

EDUCATION

Boston University 1988
BA, French and Italian
Universidad Madrileña
de la Ceramica 1996

AWARDS

Telly Awards
Summit Awards
Millennium Awards

The Whole Story

I'm a copywriter/creative director fluent in all media—from TV to digital to social. I'm highly strategic, collaborative and adept at communicating complex messages in a compelling way.

CLIENTS:

- **Biogen:** TV, digital, print and CRM for Tecfidera and the Biogen franchise of multiple sclerosis medications
- **Verizon:** Digital, print, and video communications to market Verizon as an employer to various audiences
- **Merck:** 2 web sites, print campaigns and comprehensive CRM programs for hepatitis C and HIV medications.
- **Gillette:** TV, digital, experiential and CRM
- **Cablevision:** integrated advertising for Optimum Triple Play targeting general market and Hispanic audiences
- **Ernst & Young:** digital and analog communications including thousands of interactive banners, online games, TV spots and recruitment tools
- **Hughes:** B2B advertising and digital marketing including web site development for a tech company
- **Guardian Life Insurance:** branding, advertising and complete redesign of the company's web presence
- **Alcatel-Lucent:** global advertising, international trade shows, interactive advertising and direct response

CAREER HIGHLIGHTS:

- Managed an integrated creative department working in all media and multiple cultures for over 10 years
- Won new business to grow the agency, including Cablevision, U.S. Bank, Ernst & Young and Guardian Life
- Created the most successful TV spots in client history for Cablevision, for both general and Hispanic markets
- Worked in Paris with Euro RSCG to win the Alcatel-Lucent global advertising account
- Managed TV productions with annual budget of \$2MM+

WHAT I WOULD LIKE TO DO MORE OF:

Use my skills as a communicator, idea catalyst and writer to create exciting work—and inspire creative teams to rise above mere good to reach great. Online, offline, U.S. or global.

WHAT ELSE CAN I DO?

I speak French, Spanish and Italian. Plus a smattering of Arabic. I'm also a ceramic artist.