

MARCY ARONSON

email: marcyaronson12@gmail.com
cell: 917.575.1631



A digitally savvy art director who manages, supervises and creates successful campaigns across all disciplines. Instrumental in winning accounts and keeping clients happy. Expertise include pharma, communications, the auto industry, and financial.

Merkley+Partners—*Sr. Art Director, permalance (5 years)*
Zilretta, Mercedes-Benz Vans, Teva, NutriVet, Ruthinium

Grey, Epsilon, Cosgrove—*Sr. Art Director, freelance (2 years)*
Pradaxa, Humalog, Opdivo, Roche, BarclayCard,
U.S. Airways, Visa Black Card, Sallie Mae

G2—*Associate Creative Director (2 years)*
Humalog, Aggrenox, Actonel, Orenica

Deutsch, RTC, Saatchi—*Sr. Art Director, freelance (5 years)*
Imodium, Novartis, Pier 1, Tricor, Niaspan, Simcor, Nexium, Seroquel

Wunderman—*Associate Creative Director (2.5 years)*
Chantix, Daytrana, The Sears Card, Citibank

Wunderman, Bozell—*Sr. Art Director, permalance (10 years)*
Citibank, Pfizer, Roche, AT&T Broadband
The Jericho Project, Verizon, New York Times, Datek Online

Ogilvy—*Art Director (2 years)*
American Express, Alitalia Airlines, IBM, IBM Interactive,
ITT Sheraton Hotels, Avis Rent-A-Car and Wamsutta Bed Linens

Awards:

Caples Finalist

RX Silver Video Award

Echo Finalist

Xenical: *Inch Your Way to Better Health*, CRM Campaign

The Aster Awards:

Gold: Qvar—*Stick with It*, Patient Education Series

Silver: Pro-Air RespiClick—Brochure

Gold: Hetlioz—Consumer Welcome Kit

MM&M—Best in Class

Humalog: *My Small Steps*, Top rated Patient Support Program