

TERI GERBEC

CREATIVEDIRECTOR

I help clients find compelling and
engaging ways to build their brands.
I motivate and inspire teams.
I mold talent.

And I try not to take myself too
seriously while doing it.

Experience

SVP Creative Director

Publicis Health

Creative lead for multiple brands across Pfizer primary and
specialty care.

Philadelphia
Aug 2023

VP Creative Director

Digitas Health

Lead creative efforts for HIV awareness, prevention and
treatment.

Philadelphia, PA
Dec 2018 - Aug 2023

Creative Director

Tierney

Clients: TD Bank, AmerisourceBergen Independence Blue
Cross, PECO, Please Touch Museum, Kings Markets

Philadelphia, PA
Oct 2007 - Feb 2018

Senior Art Director

New York, NY
Mar 2002 - May 2007

Arnold

Clients: Hasbro, Hershey's, GlaxoSmithKline, The US Tennis Association, Ocean Spray

Art Director

Philadelphia, PA
Mar 1999 - Feb 2002

Tierney

Clients: Verizon, PA Lottery, EZPass, Blue Cross

Art Director

Boston, MA
Jun 1997 - Feb 1999

Bronner Slosberg Humphrey

Clients: IBM, FedEx, GM, Enron (Yes, that Enron.)

Education

MA, Advertising

Syracuse, NY

Syracuse University

BA, Business

Geneseo, NY

SUNY College at Geneseo

Accolades

Clio, Communication Arts, Regional and National Addy's, Adweek Best Spots, London International Awards
