Venkat Patla

COPY & CREATIVE DIRECTION

New York Area

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908-295-3778 mobile

I helped build some of the most iconic brands in the world.
Extensive experience in:
– B2B, B2C, financial and pharmaceutical

– Managing and mentoring creative teams

– Developing, nurturing and selling big ideas that transcend every medium – digital, social, broadcast, print and CRM
– Creating and maintaing brand voice and brand identity
– Strategic planning and brand positioning

Experience

Director, Senior Writer

New York
May 2015 - Present

UBS Global Wealth Management

🎬 Create and manage digital content including web experiences, microsites, videos, infographics, advisor and client communications for high and ultra-high net worth audiences
- Manage a stable of freelance writers
- 🎬 Led the launch of UBS Visa Infinite—UBS's most prestigious credit card—achieved ~30% growth in accounts to date, 75% of whom are HNW and UHNW clients
- 🎬 Lead and manage the entire CRM communications surrounding the acquisition and promotion of the UBS credit card program and all banking suite of solutions
- 🎬 Led the securities-backed lending campaign which brought in 2992 new client accounts, $1.088 billion in loans and 12% increase in loan balances
- 🎬 Launched the rebrand of UBS Private Wealth Management communications campaign
- 🎬 Launched the rebrand of UBS Online Services Platform
- 🎬 Lead campaigns for Family Advisory, Global Family Office, Philanthropy Services and UBS Client Events

Consulting Content Strategist

Prudential Financial

Newark
Jan 2015 - May 2015

- 🎬 Created compelling narratives for intensely personal web experiences mapped to different personae

for the Prudential brand's new website
- 🎬 Led the content development and creative process
- 🎬 Served as the interface between business units, creative, UI/UX and technology teams throughout
development process to ensure content is on brand and strategically aligned
- 🎬 Implemented Wealth of Cities microsite to dovetail with The Economist branded content initiative
- 🎬 Implemented a live newsfeed for syndicated content
- 🎬 Served as editor, curator, and publisher of original and syndicated content for the Prudential
BringYourChallenges.com (BYC) and Prudential Investment Management Wealth of Cities microsite

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Associate Creative Director

Leo Burnett Business

New York
Jul 2006 - Present

– Created work that led to agency's biggest wins – Avis, Options Industry Council and Shriners Hospitals for children
– Helped in the transformation of this financial shop into a leading B2B and B2C agency
– Helped win the agency's first pharma account from Johnson & Johnson
– Helped hone strategy, handled new business pitches, mentored junior staff and coordinated with outside vendors and freelancers

Primary Clients:
Avis, Shriners Hospitals for children, Fifth Third Bank, BlackBerry, SunTrust Bank, Manpower Associates, Jefferies, Guardian, Options Industry Council, and Ethicon (J&J)

Group Copy Supervisor

BrandPharm

New York
2006 - 2006

– Led the DTP launch of Remicade's Psoriasis indication
– Developed, tested and formulated message platform, message flow, sales aid, print and online advertising, patient materials and more
– Created and managed the advertising for Remicade's Rheumatoid Arthritis and Psoriatic Arthritis indications
– Oversaw the work of freelancers, interfaced with clients at all levels and participated in new business efforts before transferring to Leo Burnett Business

Group Copy Supervisor

Cline Davis Mann (CDM)

Princeton, NJ
Jan 2005 - Dec 2005

– Led the positioning, branding, messaging and advertising for IONSYS and Invega – J&J brands. IONSYS is a patient-controlled transdermal device for post-operative pain management using fentanyl; Invega is an atypical anti-psychotic
– Developed sales force training materials for IONSYS using gamification methods long before gamification became fashionable
– Also developed strategy and positioning, and pitched and won new business

Copy Supervisor

Ogilvy CommonHealth

Parsippany, NJ
Jun 2004 - Dec 2004

– Led the copy team in the global repositioning and DTP relaunch of the Clarinex and Nasonex brands
– Created a toolkit consisting of messaging, sales aids, flashcards, patient materials, objection handlers and more – all to be adapted for use in the EU, Canada and Asia

Senior Copywriter

Steigler, Wells, Brunswick & Roth

Philly Area, PA
Sep 1996 - Jun 2004

– Led the branding, advertising and copy efforts on major accounts at the agency including Mack Trucks and DeWalt Tools
– Helped in the hiring and development of junior staff
– Responsible for fostering client relationships, keeping brands on voice and pitching new business
– Primary Clients: Mack Trucks, DEWALT Tools; Good Shepherd Rehabilitation Institute, B.Braun Medical, Medex.

Education

MS in Advertising

University of Illinois Urbana-Champaign

Urbana, Illinois
Aug 1994 - Jun 1996

Master of Science in Advertising

Industry Recognition

Awards

New York Festivals
B2B Magazine's Best
FCS Awards
Pro-Com
Midas

Philadelphia Art Directors Club
Ad Club, India

Grand Jury Panelist – MIdas Awards

Served on the Grand Jury of Midas Awards – World's best financial advertising

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