

MARTIN BERMAN

CREATIVE DIRECTOR | ART DIRECTOR

New York, NY, USA.

To use my experience and love of new technologies to create work that stands out and gets results.

martindberman@gmail.com

516-395-4352 mobile

Experience

Art Director/Product Designer/ACD

New York, NY

Jan 2025 - Present

Freelance Creative Consultant

Digital social campaigns and website development for HCP and DTC initiative

Clients include:

Eversana Intouch—Sanofi Regeneron-DUPIXENT Adult and PEDs for all indications.

Dan+Martin—Bringing my skillz along with my partner Dan to independent and client-direct projects, with a true soft spot for pro bono, public service initiatives.

Area 23 (Product Design Team—IONIS Dawnzera, Sanofi Toleb, UCB Cimzia, Bizmex)

VP Creative Director

New York

May 2024 - Jan 2025

Publicis Health CoLab

Pfizer Vaccines—DTC Adult and PEDs. Creative included: broadcast, print, web, online banners, social, and retail.

Associate Creative Director

New York, NY

2016 - 2024

Arnold NY/Havas Tonic

DTC broadcast, print, online, and social

SANOFI REGENERON—DUPIXENT, LEMTRADA

GSK—TRELLEGY/ANORO

Transmedics

Creative Director

New York, NY
2015 - 2016

Freelance Creative Consultant

HCP and DTC video, print, online, and social
Clients include: TBWA World Health, Group SJR, and Havas
Tonic

Associate Creative Director

New York, NY
2013 - 2015

Launchpad Advertising

Clients include Nestle waters, CenturyLink Business to
Business and Western Union.
I supervise and create online and offline communications
including videos, website design, banner ads, rich media
emails, print ads, infographics etc...

Creative Director

New York, NY
2012 - 2013

Freelance Creative Consultant

Clients include: Draft FCB, CDM, and Agency RX

Associate Creative Director

New York, NY
2002 - 2012

G2/Grey Advertising

Associate Creative Director / Co- Lead (Fully Integrated
Creative group: Digital, Print, DM, Event, Broadcast, and Point
of Sale)
Clients: BMW FS, MINI FS, Aetna B2B Aetna Medicare,
BellSouth (DSL Group Lead) Panasonic, P&G, Starlight
Starbright Childrens Foundation, Cheap Tickets, 3M Water
Filtration, JNF

Creative Lead for G2 Internship Program: Collaborated with
HR and FIT's work study program. The Students received
class credit for working at G2. I worked closely with Interns
and assigned teams to help mentor students.

Education

BFA in Advertising

New York, NY

School of Visual Arts

Martin Berman

[\[martindberman@gmail.com\]\(mailto:martindberman@gmail.com\)](mailto:martindberman@gmail.com)

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