MALIA BAKER

SVP, GROUP CREATIVE DIRECTOR NYC

New York

Hello. My name is Malia Baker and I am an SVP Group Creative Director, living and working in NYC.

For more than 16 years, I've led creative at the highest levels of Pharmaceutical Advertising as a queer woman executive building work that refuses to play small. In an industry defined by regulation, I push for imagination. In rooms that haven't always reflected me, I lead with clarity, conviction, and care. My expertise spans launch excellence and digital-first innovation, but my real work is building brave teams — elevating diverse voices, mentoring the next generation of creatives, and proving that bold ideas and rigorous strategy are not mutually exclusive.
I believe representation changes outcomes. I believe empathy makes better brands. And I believe the most powerful creative work happens when people feel seen — including the teams who make it.
I'm endlessly inspired by exquisite typography, thoughtful interfaces, collaborative energy, a sweeping love story, and the electric rhythm of New York City. You'll often find me wandering the East Village with my beautiful family — my husband Mike, our daughters Moxie and Maeven, and our pup Motley — building a life rooted in love, courage, and unapologetic authenticity.

Experience

SVP, Group Creative Director

New York, NY
Sep 2023 - Feb 2026

Imre

Serving as the strategic and creative leader of leaders, overseeing the Health Agency of Record (AOR) brands and the Studio and Production department. My current role is responsible for shaping the creative vision across a portfolio of pharma clients, ensuring that all work—conceptual, visual, and experiential—meets the highest standards of creativity, effectiveness, and brand integrity.

SVP, Group Creative Director

The Bloc

New York, NY
Nov 2021 - Dec 2022

Creative Department Responsibilities:
Oversight of the department under Chief Creative Officer, including department resourcing-matching talent to task, production department partnering on craft excellence for print & video production, craft training programs for creatives, and creative lead for the Apprentice Program- includes DEI hires, project build, and mentoring.

Network Responsibilities:
Leading creative for internal (NY & Network) initiatives, Bloc Buddies- liaison for all global creative leadership, and new business creative development.

Brand Responsibilities:
Currently leading creative across a variety of therapeutic areas with brands including Otsuka/Lundbeck Abilify and REXULTI, Merck Hematology Franchise, Amarin Vascepa, Sanofi, Regeneron, and PhaseBio.

VP, Creative Director

Area 23

New York, NY
Feb 2016 - Nov 2021

~6 years of creative experience with Area 23
Leading creative across Lilly Migraine Platform US & Global, including Emgality for Migraine and Cluster indications, Reyvow, and Think Talk Treat Migraine Disease Education.

Broadcast production experience for the Migraine Portfolio at Area 23 includes the production of 7 Emgality branded campaign TV Commercials, 2 Olympic TVCs, 1 unbranded animated video, 2 IFU videos, 1 unbranded and 4 branded patient story videos.

Launched brands at Area 23 including Emgality and Synergy Trulance for CIC & IBS-C indications across HCP & DTC audiences.

Group Art Supervisor

Sudler & Hennessey

New York, NY
Jul 2014 - Feb 2016

Responsible for design communication strategies and tactics • Leading multiple projects, while partnering with the associate creative director or assisting the creative director through a common vision for creative excellence • High-caliber creative conceptualization • Judge creative concepts, and clearly communicate creative direction to team • Present creative work to internal teams as well as to the client • Partner with creative director to lead positioning and brand personality workshops • Partner with copywriter to develop creative for market research • Working knowledge of Microsoft Office • Understanding of CSS, HTML • Working knowledge of Photoshop, InDesign and Illustrator • Understanding of interactive media production

Core Skills: Leadership and collaboration skills • Problem solving and decision-making skills • Excellence in managing and motivating staff • Great communication and persuasion skills

Clients include Pfizer LYRICA, Genentech PERJETA, Novartis PROMACTA, EXELIXIS CABOMETYX

VP, Group Art Supervisor

JUICE PHARMA WORLDWIDE

New York, NY
Oct 2012 - Jul 2014

Responsible for design communication strategies and tactics, including technologies. • High-caliber creative conceptualization • Judge creative concepts, and clearly communicate creative direction to team • Present creative work to internal teams as well as to the client • Communication, planning, time-management and follow-through skills • Working knowledge of Microsoft Office • Understanding of CSS, HTML • Working knowledge of Photoshop, InDesign and Illustrator • Understanding of interactive media production

Core Skills: Leadership and collaboration skills • Problem solving and decision-making skills • Excellence in managing and motivating staff • Great communication and persuasion skills

Clients include Novartis- EXJADE, Sandostatin LAR Depot, Afinitor, Vertex- Kalydeco, ProPharma

Digital Art Director

the CementBloc

New York, NY
Aug 2010 - Oct 2012

Responsible for the design and execution of web and interactive projects, including web sites, interactive touchscreens, iPhone and iPad apps, interactive detail aids, emails, and web banners. Working closely with a multichannel team of designers, writers, and developers to concept and create innovative and usable solutions that satisfy client digital needs.

Clients include CIMZIA, Novartis Vaccines, Zogenix, Medicis, Depomed, Abraxane

Digital Art Director

Gigapixel Creative

New York, NY
Jan 2010 - Jun 2010

Design and development of various web and interactive design projects.

Clients include The City Bakery, The Hatchery, Satoshi Kobayshi, CS & Company, Tracie Martyn

Graphic Designer

Abingdon Theatre Company

New York, NY
May 2008 - Aug 2008

Design development of various print pieces including theatre posters, building signage, newsletters and direct mail pieces, as well as membership cards.

Education

Bachelor of Fine Arts in Graphic Design

Fashion Institute of Technology, State University of New York

New York, NY

Study Abroad Program

London, UK

Chelsea College of Art and Design University of Arts London, UK

Graphic Design and Advertising

New York, NY

School of Visual Arts

Skills

Hard Skills:

Crafting compelling visuals through expert design, multimedia proficiency, and strategic branding to bring creative visions to life.
Graphic Design and Typography • Artistic Direction and Creative Campaign Development • Adobe Creative Suite Proficiency • Branding and Visual Identity Creation • Storyboarding and Concept Art • Photography and Image Editing • UI/UX Design Principles • Motion Graphics and Video Editing Knowledge • Print Production and Prepress Knowledge • 3D Modeling and Animation Knowledge

Soft Skills:

Fostering creativity and leadership, excelling through collaboration, adaptability, and emotional intelligence in dynamic creative environments.
Creative Vision and Conceptual Thinking • Leadership and Team Management • Mentorship of all levels and disciplines • Communication and Presentation Skills • Collaboration and Interpersonal Abilities • Adaptability and Flexibility • Critical Thinking and Problem Solving • Time Management and Prioritization • Emotional Intelligence and Empathy • Feedback Reception and Constructive Criticism • Stress Management and Resilience

Additional Roles:

Inclusion & Diversity Team Mentor
Apprenticeship Program Leader & Mentor
Network Liaison

Agency Awards

2025 MedAdNews Manny Heart Award for Imre
2025 MM+M Agency 100 for Imre
2023 MM+M Agency 100 for The Bloc
2017, 2018, 2019, 2020 MM+M Agency of the Year for Area23
2017, 2018, 2020 Manny's Agency of the Year for Area23
2017, 2018, 2019 Clio Heath Agency of the Year for Area23