



**Phil Scherer**  
Creative Direction  
& Strategy

- 🔗 philscherercreative.com
- @ philscherercreative@gmail.com
- 📞 917.658.1670
- 📍 Brooklyn, NY



I build health care brands that activate professionals and patients alike. I work as a **strategist, mentor, vision-setter, and hands-on designer.**

**CAPABILITIES**

**Creative leadership**

Be in awe of the talent and dedication of our people; lead with respect, aspiration, accountability, and fun

**Briefs and strategy**

Distill the essential insights, understand the customer, and focus on a key idea that will move mindsets

**Campaign development**

Find the killer concept that unlocks a brand's potential and nurture it along the journey from ideation to deployment

**Presentations and workshops**

Energize groups with the power of ideas and make every client touchpoint or internal session meaningful

**Global creative**

Create campaigns that resonate across markets, partnering with global client teams and creative collaborators

**Productions**

Plan immaculately and bring the vision to life: broadcast spots, photoshoots, videos, CG assets, illustrations, MOA, and more.

**Branding and identity**

Discover how a brand is meant to look, sound, and feel; craft an exquisite expression that resonates with customers

**Concepts and imagery**

Maintain personal mastery of craft as an image-maker using new AI tools to amplify foundational ones

**EXPERIENCE**

**Freelance Creative Direction**

**Various agencies, 2024–25**  
Development of video content for KOL, scientific and promotional assets  
Campaign concepts for branded and DSE campaigns  
Interim CD leading campaign launch

**ECD, Chief Design Officer**

**JUICE Pharma Worldwide, 2019–24**  
Led numerous winning pitches  
Led global concepting for a first-in-category launch, coordinating partner agencies and leading workshops with global client teams  
Managed over 20 designers across all accounts (32MM+), with high retention rate and strong career growth  
Led broadcast and social campaign development and production  
Spearheaded internal training initiatives, including multiple digital design platform migrations and the integration of gen AI

**Art Supervisor—Creative Director**

**JUICE Pharma Worldwide, 2005–19**  
Led global relaunch campaign for flagship product that went on to achieve 2B in sales  
Multiple US product launches including full branding  
Developed successful campaigns at all life-cycle stages, from pre-commercial disease education through launches, relaunches, and brand extensions  
Gained expertise in a wide range of therapeutic categories across HCP, DTC, social and corporate campaigns

**STATS**

**25**  
CAMPAIGNS  
CREATED

**32MM**  
BUSINESS MANAGED





**20** YEARS IN  
HEALTH  
CARE

**30+**  
PHOTO/VIDEO/3D  
PRODUCTIONS

**EDUCATION**

**Columbia University**  
Bachelor of Arts, East Asian Language and Culture

**SOFTWARE EXPERTISE**

- Imaging & gen AI   
- Digital design 
- Logos, icons & vector 
- Graphic design 
- Decks 

**AWARDS**

2022, Trudhesa, Reroute Relief

**MM+M**  
Gold

 **CLIO**  
HEALTH  
Silver