



Nicholas Calandrillo

Life Sciences Marketing Professional

Introduction

I began my journey in advertising at a young age and ultimately became the creative director at an advertising agency focusing on the FedEx print account. After this, I took on the role of creative director at Lederle's in-house agency, LeDa. Here, I was introduced to pharmaceutical marketing and advertising. During my tenure, the agency expanded from 6 to over 80 employees within just 24 months. This experience ignited my passion for the healthcare sector. I eventually founded my agency, which evolved into Metaphor. Dedicated to healthcare, my early clients included Novartis, J&J, Konica Medical, Boehringer Mannheim, Taro Pharma, Ethicon Endo-Surgery, Ortho-McNeil, and Janssen, among others. In 2001, Metaphor became the agency of record for Reliant Pharmaceuticals, expanding from 10 to 30 employees in 18 months. After GSK acquired Reliant in 2006, that relationship concluded, and the agency's clientele transitioned to Graceway, Becton Dickinson, J&J, DePuy Mitek, Medcis, Aqua, Ethicon, and Akrimax.

What truly matters is the ability to create exceptional work and solve problems effectively. I have always appreciated clients' unexpectedly positive responses to our creative solutions and the thought behind them. My goal is always to exceed expectations while fostering trust, confidence, respect, and teamwork.

Throughout my career, I have committed to developing high-quality advertising campaigns that cut through the noise and make a real impact. My dedication and understanding of the industry, alongside my knowledge of science, data, and analytics, enhance my dynamic creative style.

I possess a strong ability to collaborate with team members across all disciplines. Being aware of the business limitations imposed on the agency, I am particularly attentive to resource allocation and ensuring projects are delivered on time and within budget.

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Portfolio
www.nickcalandrillo.com

Skills

- Strategic leadership
- Creative leadership
- Creative Direction
- Art Direction
- Graphic Design
- Campaign development
- Web Design
- Marketing expertise
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premier Pro
- PowerPoint
- Photography
- Photographic
- Video Editing
- SEO/PPC/KPI's



Professional Summary

Creative Leadership and Success: Nick Calandrillo has a strong background in creative direction, having led successful marketing campaigns for major companies like FedEx, Lederle, Novartis, and Reliant Pharmaceuticals, resulting in significant business growth and increased sales.

Healthcare Marketing Expertise: He founded Metaphor, a healthcare agency, and worked with notable clients such as Novartis, J&J, and Boehringer Mannheim. His work in healthcare marketing led to substantial achievements, including the successful launch of BD Veritor and Veritor Plus Systems.

Strategic and Result-Driven Approach: Nick emphasizes a strategic, data-driven approach to marketing, focusing on understanding the market, competition, and target audiences to deliver exceptional results.

Leadership and Team Management: He has extensive experience managing and supervising creative teams, fostering a positive and inspiring work environment. His leadership has led to the growth of agencies and successful branding initiatives.

Diverse Skill Set: Nick possesses many skills, including strategic leadership, creative direction, graphic design, and web design. He is proficient in various software, such as Photoshop, Adobe Illustrator, and Adobe Premiere Pro. His expertise extends to photography, video editing, and fine art. His digital knowledge, coupled with his direct communication style, produces outstanding internet success.



Professional Experience

Creative Director/Strategist

Sparks Will Fly-01/2018 to Present

Providing creative direction, art direction, design, and production on a project basis, including optimizing social and digital media.

Clients:

Metuchen Pharmaceuticals- Various projects

Corporate video

<https://www.youtube.com/watch?v=n8Q1w2Rxlg8>

Market Modelers – Various projects

Citius Pharma – Various projects for Lymphir

Protega Pharmaceuticals-Corporate and RoxyBond rebranding and website

Chief Creative Director

Spark Life Science-11/2014-12/2017

Responsibilities included creative development, staff supervision, creative supervision, concept development, marketing plan development, and supporting tactics, as well as program development and implementation across traditional and digital platforms.

Major accomplishments: Launch of BD Veritor and Veritor Plus Systems touted as the most successful launch in BD history. Relaunch of Stendra for Mist Pharmaceuticals.

AOR assignments:

Akrimax Pharmaceuticals – Tirosint; NitroMist; Suprenza

Becton Dickinson – Veritor System; Veritor Plus System (Launch)

Mist Pharmaceuticals – Stendra (Relaunch)

Chief Creative Director

Metaphor Inc.-01/1997-11/2014

Responsibilities included managing and supervising Associate Creative Directors, Art Directors, and Copywriting staff. Establish strategic direction and oversee creative direction, branding, and programs and tactics that support product positioning, strategic plans, and marketing plans across traditional and digital platforms.

Major accomplishments: Leveraged long-standing client relationships to begin the growth of an agency that would attract top-level talent from both the management and creative side. Grew the business from 10 to 30 FTEs in 18 months.

Client AOR assignments:

DePuy Mitek – OrthoVisc

Reliant Pharmaceuticals – Lescol XL; DynaCirc and DynaCirc CR (launch)

Innopran XL (Launch); Rythmol SR; Axid; Axid Oral Solution (Launch)

Myriad Genetics – Corporate Website; Colaris and Colaris AP

GSK – Alli (Professional promotion prelaunch)



Becton Dickinson – Veritor System; BD Directigen EZ Flu A+B test

Graceway Pharmaceuticals – Aldara (Relaunch); Zyclara (Launch); Atopiclair (Launch); Zyclara (Launch); Aldara MOA movie at <https://www.youtube.com/watch?v=u7Vi04VKTac>

Triax – Locoid Lipocream, Locoid Lotion (Launch)

Akrimax Pharmaceuticals – Tirosint (Launch); NitroMist (Launch)

Ethicon – Global Blood Management

Medicis – Zyclara

Chief Creative Director / Owner

C&A Advertising-01/1990-12/1996

Responsibilities included business development, staff supervision, creative supervision, concept development, scientific research, and program development.

Major accomplishments: Started a small, highly focused healthcare advertising agency servicing Fortune 500 companies, growing from 4 to 12 FTEs within 1 year.

AOR assignments:

Taro Pharmaceuticals – Corporate; All products

Boehringer Mannheim – Demadex

Konica Medical – All products

Project Work:

Bayer – Cipro Digital Compendium

Boehringer Ingelheim – Flomax

Mylan – Corporate

Bertek Pharma – Corporate

Ortho McNeil – Floxin

Ethicon – Managed Care Group

Novartis – DynaCirc; DynaCirc CR; Lescol; Visken; Medical Information Group

Executive Creative Director

LeDa, Lederle's Dedicated Agency (in-house agency) 02/1986-11/1989

Responsibilities included developing advertising campaigns and supervising the creative team consisting of 12 direct reports. Contributed to growing the agency from a six-man shop to over 90 FTEs.

Major accomplishments: Led the creative team to win the Lederle business since we were required to pitch against major agencies like Rolf Werner Rosenthal, Vicom FCB, and Barnum Communications, to name a few...and we won the business!

AOR assignments:

Piperacillin; Suprax; Loxitane; Asendin; Maxzide; Maxzide 25; Minocin and Minocin Pellets



Education

Associate of Arts: Advertising Communication
Newark School of Fine and Industrial Art (1983-1986)
School of Visual Arts (1985-1990) Art Classes
The Art Students League of New York (1987-1990) Life Drawing Classes
FDA Training for The Sunshine Act (2012)

Prior Non-Pharma Experience

Federal Express, Print; Avon; Revlon; New York State Lottery; Burger King; Air France,
Concorde SST; Monsanto Textiles; JP Stevens

Computer Program Proficiencies

Microsoft Office: Word, PowerPoint and Excel
Adobe Cloud: Photoshop, Illustrator, Premiere Pro, InDesign and After Effects

Other Areas of Expertise

Photography, Photographic Direction, Video & Video Direction, Fine Art/Painting

Industry Awards of Excellence

Art Directors Club of NJ-Gold	Art Directors Club of NJ-Bronze
Art Directors Club of NJ-Silver	Art Directors Club of NJ-Gold
Art Directors Club of NJ-Silver	
International Award of Excellence "IN AWE" Silver	

Links to self-promotion and client movies that I wrote, directed, and produced

<https://www.youtube.com/watch?v=vR3i6r0vxTk> Metaphor promo animation

<https://www.youtube.com/watch?v=jhCCdBUFA3k&t=50s> Aldara MOA

<https://www.youtube.com/watch?v=n8Q1w2Rxlg8> Metuchen Corporate Men's Health



Noteworthy

Creative Director

I suggested shifting the original packaging emphasis from Courier-Pac to Federal Express (logo at the top). This adjustment realigned the entire branding of Federal Express to the present.



Conceived and designed the Federal Express Overnight Letter

Tablet Design

Working with new product development at several pharma companies provided the opportunity to do some unique tablet design work. The flagship tablet shape I developed was Zantac. After years of using the unique tablet shape, the marketer began to use the shape as the brand logo.



Zantac* <https://patents.justia.com/patent/D312322>

*Tablet Design Patent number: D312321 & D312322/Type: Grant /Filed: July 7, 1988/Date of Patent: November 20, 1990 Assignee: Sandoz Pharm. Corp./Inventor: Nicholas Calandrillo

Lever Brothers (Unilever)

Art Director/Packaging Designer

- “All”-brand of laundry detergent, Aim, Close-up, and Pepsodent toothpaste, Dove soap, and Mrs. Butterworths

Cosmetic Packaging Design and Production

Art Director/Packaging Designer

- Avon, Fabergé and Revlon



Therapeutic Area Experience

Cardiovascular

- Hypertension
- Hyperlipidemia
- Hypertriglyceridemia
- Atrial Fibrillation

Clinical Diagnostics

- RSV Point-of-Care Testing
- FLU A & B Point-of-Care Testing
- STREP Point-of-Care Testing

Dermatology

- Skin Cancer
- Atopic Dermatitis
- Seborrheic Dermatitis
- Acne

Endocrinology

- Hypothyroidism
- Diabetes

Gastroenterology

- GERD

Genetic Testing

- Lynch Syndrome
- BRCA

Hematology

- Blood Management
- Erythropoiesis-stimulating agent

Obstetrics & Gynecology

- Hysterectomy

Ophthalmology

- Dry Eye

Orthopedics

- Osteoarthritis (knee)

Respiratory

- COPD
- Tidal Assist Ventilation

Urology

- Erectile Dysfunction
- Overactive Bladder (Women's Health)



Nick Calandrillo
Healthcare Marketing Professional
Portfolio: <https://nickcalandrillo.com>