

GRETCHEN SLAPINSKY



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SUMMARY OF QUALIFICATIONS

Creative Leadership – Partner with account management, leading the creative team of art directors, designers, content developers, editors and contractors to ensure that deliverables are innovative, brand-building and aligned with client expectations as to quality, timing, and budget.

Team Management – Build and lead cohesive, top performing creative teams to success by mentoring, challenging, and empowering them; establishing open communications; and instilling a sense of innovative vision and creativity, all while maintaining accountability.

Creative Execution – Use AI-assisted, Human in the Loop (HITL) design thinking to guide creative strategy and work alongside with the creative team to develop the story-telling content, and design of B2B and B2C inclusive marketing materials including branding, print and digital ads, videos, presentations, educational materials, case studies, websites, and digital apps.

Business Development – As a member of the company's executive team, collaborate in planning and executing new business initiatives actively contributing to RFPs and pitch meetings to successfully engage new clients and secure strategic projects.

Technical Skills – UX/UI Design Theory and Systems, Adobe Creative Suite, Working knowledge of HTML and CSS, WordPress, Microsoft Office, GSuite, Asana

PROFESSIONAL EXPERIENCE

mock5 design, inc., Lansdale, PA
2014 – present

Creative Director (2020 – present)

Manage strategic creative development of large, highly complex brands and projects, hiring and overseeing a 12-person team of art directors, designers, content developers, editors and contractors for clients including Merck, Organon, Bayer, AstraZeneca, Johnson & Johnson.

- Contribute to new business initiatives and fiscal planning as an agency executive.
- Participate in the creation and delivery of creative presentations for existing client projects and new business opportunities.
- Lead design strategy to create impactful, inclusive, engaging concepts that will build brands.
- Use best design practices to foster innovative problem solving and creative execution.
- Create and follow brand style and client process guidelines to ensure brand consistency.
- Oversee the studio's design and content development team, providing clear direction and constructive feedback.
- Stay up to date on the latest trends in people-focused AI and digital marketing.
- Collaborate with account management on multiple projects simultaneously, ensuring timely completion, quality, and meeting budget and profit margins.

Project Highlights

- Led development of 53 tactics for Merck's new pharmaceutical pneumococcal vaccination, CAPVAXIVE, in just 4 months to meet their required accelerated approval APLB submissions.
- Coordinated redesign of Merck Vaccines' product website collaborating with UX specialty consulting firm and 4 brand agency partners.
- Directed an omnichannel marketing campaign for Organon's novel woman's health device, The Jada System, a postpartum hemorrhage (PPH) treatment.
- Produced the training video for The Jada System which was shot on location at a large health center.

Associate Creative Director (2019 – 2020), Senior Art Director (2014 – 2019)

Worked with the creative director, account managers, and the executive team to execute innovative, relevant and impactful design; oversaw the work of the art directors and designers; and coordinated project development with the content developers and editors.

PROFESSIONAL EXPERIENCE *(continued)*

GMA Ink, Erdenheim, PA

2001 – 2015

Creative Director

Created of a wide range of projects, concept through original photography to final deliverable, including ads, collateral materials, and web graphics for clients that included University of Pennsylvania Health System, Penn State Great Valley, Friends Hospital, Janssen Biotech, Inc., Montgomery County Intermediate Unit.

- Managed scheduling and quality control; presented concepts and designs to clients. Handled cost estimation, account management, project management, production management, and billing.

Reimel Carter | Earle Palmer Brown, Philadelphia, PA

1999-2001

Art Director

Directed of a wide range of projects, concept through original photography to final deliverable, including ads, collateral materials, and web graphics. Managed scheduling and quality control; presented concepts and designs to clients such as GMAC Home Services, Stonebridgebank.com, ACME Markets, Giorgio Foods.

ADDITIONAL LEADERSHIP EXPERIENCE

School District of Springfield Township

2011-2023

Elected School Board Director

Provided operational leadership and oversight, serving as President, Vice President and Property Committee Chair, as well as on the Finance, Policy and Academic Affairs committees.

- Oversaw full district physical plant analysis and guided the renovation and rebuilding of four schools and their athletic complexes.
- Performed superintendent searches and interviews which led to hiring two superintendents during my tenure.

The Human Solidarity Project

2025-Current

Board Member

EDUCATION

BA, Fine Arts, Temple University, PA

RELEVANT TRAINING/CERTIFICATIONS

- Human-Centered Strategy Certificate (Designing & Activating Strategy) IDEO U
- Leading for Creativity, IDEO U
- Human-Centered Service Design, IDEO U
- Impactful Presentations, IDEO U
- The Human Mind and Usability, NN/g
- Service Blueprinting, NN/g

CONFERENCE ATTENDANCE

- DA4S (Diversity Alliance for Science)
- Fierce Diversity, Equity & Inclusion Forum
- Bureau of Digital Design Leadership Camp
- Digital Pharma East
- Digital Summit Philadelphia
- Institute for Healthcare Advancement (IHA) Health Literacy