

Janet Kreller

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experience

9/08-present

Freelance/Consulting

- Clients: Boehringer Ingelheim, Novartis, Pfizer, The Red Cross

8/98-8/08

BLC (Bruce Leeb & Company), Healthcare Advertising, Fair Lawn, NJ

Art Supervisor

- Translate brand strategy into effective concepts—oversee to completion
e-MEDIA: e-details, websites, e-blasts, banner ads, convention panels, and intranets
PRINT: Journal ads, booklets, convention panels, visual aids, direct mail (dimensional), slim jims, flashcards, logos, posters, dosing cards, packaging, and slide kits
- Clients: Bayer, Boehringer-Ingelheim, Daiichi, Introgen, Merck, Novartis, Novo-Nordisk, Roche, Sanofi Aventis, Stryker/Osteonics/Howmedica, Talecris, and ZLB Bioplasma
- Solid presentation skills to clients and new business pitches
- Work closely with Copy and Account Services as a cohesive team player to ensure that strategic goals and objectives are met
- Excellent organizational skills and ability to manage multiple priorities
- Proficient in CS5: InDesign, Illustrator, PhotoShop, Acrobat, QuarkXPress, & Word
Working knowledge of Dreamweaver & Flash

1997-1998 • **K Advertising & Promotion, Inc.**, Englewood, NJ

Senior Art Director

- Client: Kraft Foods

education

Fashion Institute of Technology, New York, NY, A.A. Advertising Design

Parsons School of Design, NY, Coursework

Data Quest Systems, Fairfield, NJ, Courses in Dreamweaver & Flash

Houghton College, Houghton, NY, A.A. Psychology

awards

Rx Club - Award of Excellence - Multimedia, e-Detail, Disease & Product Overview, Thrombate III, Talecris Therapeutics

The Doctor's Choice Award - 1st Place, Pediatrics, Daiichi, Floxin Otic, Journal Ad