



CAIT ANDERSON

conceptual thinker & designer

WORK EXPERIENCE

FCB Health New York, Associate Creative Director
New York, NY | 2015–Present

Launched Pfizer's first atopic dermatitis brand. Revived a stagnant brand and carried it through a second indication launch and corporate merger. Lead creative for multiple brands across many categories such as chronic kidney disease, metastatic breast cancer, ALS, and rare liver disease. Produced campaigns ranging from HCP-facing to patient advocacy and disease state education. Currently, leading unbranded and branded creative for a pre-launch mBC brand for both US and Global clients.

Publicis LifeBrands Medicus, Jr. Art Director
New York, NY | 2015–2016

Produced a full range of tactics for multiple high level brands in categories such as allergies, juvenile rheumatoid arthritis, and glioblastoma. Presented creative to multiple clients and assisted in the production of multiple campaigns.

JUICE Pharma Worldwide, Intern
New York, NY | 2014

Developed various tactics; such as apps, journal ads, brochures, logos, icons, flyers, and promotional items. Gained experience in collaborating with a full team of creatives, project managers, strategists, developers, and account.

EDUCATION

Kutztown University of Pennsylvania, BFA in Communication Design
May 2015 | Advertising & Graphic Design Concentrations

SKILLS & PASSIONS

Strong conceptual thinking, extreme determination, travel enthusiast, spirited personality, good sense of humor, Adobe Suite navigator, lover of social media, creative writing, my dog, Kpop, all things Pittsburgh, and quality list making

CATEGORIES

Chronic Kidney Disease, Prostate Cancer, Glioblastoma, ALS, Atopic Dermatitis, Allergies, Juvenile Rheumatoid Arthritis, Metastatic Breast Cancer, Rare Liver Disease (PCS), Heart Disease, Diabetes