

PATRICK SEAN KELLEY

CHIEF CREATIVE OFFICER



What's the big idea?



pskadguy.com

PATRICK **SEAN** KELLEY

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Dear Sir or Madam,

I hope this note finds you well. As a creative advertising professional with over 25 years of experience spanning consumer to pharmaceutical brands, I know time is a coveted commodity, and I appreciate yours.

I specialize in transforming complex scientific narratives into high-impact, omnichannel campaigns. As a cross-disciplinary creative leader—equally skilled in design and copy—I bring a data-informed, hands-on approach to building teams and driving brand engagement.

Translating intricate medical and scientific concepts into compelling customer-centric messaging requires a rigorous understanding of the therapeutic landscape, target audience behaviors, and brand KPIs. Throughout my career, I've built and mentored high-performing creative teams to deliver unified, evidence-driven "Big Ideas" across the entire patient and healthcare professional (HCP) journey—from paid media and digital channels to live engagement. Now, I hope to share that expertise with your organization.



M Y B R A N D P R O M I S E

Thank you again for your time (I know how valuable it is), and I welcome the opportunity to discuss how my tenure, leadership, and background in creative advertising and medical communications can help support and advance your team.

Thank you for your consideration.

Sincerely,

Patrick Sean Kelley

A stylized, handwritten signature in black ink, appearing to read "P. S. Kelley", written over a light gray rectangular background.

12010 Winners Circle • Carmel IN • 46032 • patrickskelley2013@gmail.com • 317. 698. 7048.



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B A C K G R O U N D & **B I O G R A P H Y**

With over 25 years of experience across premier agencies—including J. Walter Thompson, WPP, TMP Worldwide, Avant Healthcare, and Real Chemistry—Patrick has generated award-winning global campaigns for leading pharmaceutical, healthcare, and consumer brands. He has built, staffed, and led elite creative departments comprised of strategists, copywriters, designers, animators, and scientific visualization experts, all while overseeing creative strategy across complex, global, multi-indication therapeutic areas.

A recognized industry leader, awards recipient, and creative judge, Patrick has structured high-performing medical creative teams worldwide. He specializes in translating complex data and clinical insights into compelling omnichannel narratives—ensuring every campaign bridges the gap between scientific education and creative inspiration.

One of Patrick’s many”isms” he has been known to use with teams and clients alike.

”If the creative is not on-strategy, it simply will not be on the table.”



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25+YEARS OF PROVEN IMPACT: Delivers award-winning, revenue-generating creative campaigns across Pharma markets.

HANDS ON LEADER: Combines scientific rigor and modern creative to optimize talent and departmental scale.

TECH & AI INTEGRATION: Scales efficiency using enterprise AI and third-party tech stacks.

OMNICHANNEL GROWTH: Builds high-value brands across multi-channel ecosystems to drive pipeline growth.

PRECISION STRATEGY: Aligns scientific creative with commercial strategy to maximize ROI.

AI ENABLED: Leverages data and emerging tech to design high-impact brand identities.



A T A G L A N C E E X P E R I E N C E

NEW BIZ: Orchestrates and Wins multi-million-dollar accounts through data-driven, client-focused pitches.

PERSUASIVE PARTNER: Fosters strategic agency and client relationships that boost account retention.

DIGITAL FIRST: Engineeers **conversion-focused digital ecosystems for complex healthcare audiences.**

TARGETED EXPERIENCE DESIGN: Constructs driver-to-destination creative that increases audience conversion.

BROAD TA EXPERTISE: Drives market share across PME, MA, and Advertising categories.



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CREATIVE BRAND EXPERIENCE



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P R O F E S S I O N A L E X P E R I E N C E

REAL CHEMISTRY

Global Chief Creative Officer: Copy • Design • Digital (UI/UX & Video)

Global

Instituted global Creative Strategy & Creative Production departments and people across US and UK. 70-plus creative employees globally. Responsible for Business Development and continued account/revenue growth across PME, MA, & Advertising client’s. Sat on multiple Medical CFT Leadership Teams and Agency Leadership Groups.

2024 - 2026

AVANT HC ADVERTISING (Acquired by Real Chemistry in 2024)

Chief Creative Officer: Brand Strategist • Copy • Design • UI/UX & Video

Built, structured and managed all Creative, Marketing, Production, Animation and Video Departments in the US. 50-plus creative employees in the US. Agency C-Suite Member with key responsibilities in New Business Development, Client Engagement, and accounts revenue growth across Promotional Medical Education and Advertising accounts.

Responsible for staffing and culture of 265-plus employee base. Was one of three Officers tasked in the sale of Avant Healthcare beginning summer of 2023.

2015 - 2024

BOB PARSONS “BIG YAM” ADVERTISING (GO-DADDY FOUNDER)

Chief Creative Officer • Brand Strategist: Brand • Copy • Design • Digital (UI/UX • Video)

Global

Structured and Managed Creative Department • Interactive Group • Digital Studio (32-plus Employees)

2014 – 2015

MILLER BROOKS ADVERTISING

Partner, Chief Creative Officer • Brand Strategist: Copy • Design • Digital (UI/UX • Video)

International

Founded Creative and Digital Departments • Brand Creative • Digital (34-plus Employees)

Agency C Suite Member: Responsible for Employee Base

2008 – 2014

TMP WORLDWIDE ADVERTISING, CHICAGO

Vice President, Regional Creative Director: Brand • Copy • Design • Digital

Global

Managed Creative Department • Production Studio (20-plus Employees)

2006 – 2008

J. WALTER THOMPSON ADVERTISING, CHICAGO

Vice President, Midwest Creative Director: Brand • Copy • Design • Digital

Global

Managed Chicago & Detroit Creative and Digital Departments (50-plus Employees)

1998 - 2006

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WHARTON UNIVERSITY of PENNSYLVANIA

MBA Program Courses: Online Program
Marketing • Financial Markets • Critical Perspectives Management • Foundations of Business Strategy

J. WALTER THOMPSON: BRAND STRATEGY

Chicago, Illinois:
Thompson Total Branding (TTB): Levels 1, 2 and 3 completed

ROCHESTER INSTITUTE of TECHNOLOGY (RIT)

Rochester, New York:
BFA: Advertising & Marketing • Design & Communications
Minor: Business • Brand Development



E D U C A T I O N & A F F I L I A T I O N S

AFFILIATIONS

AAF Indianapolis IN Chapter Board Member (2009 -2012) • AAF Indianapolis IN Chapter Member • AAF
Phoenix AZ Chapter Member• IMA Member • Advertising Professionals Member

MEMBERSHIPS

Advertising Copywriters Forum • Brand Communication & Management • Creative Directors Only Club •
Online Design Group • E-marketing Association Member • Creative Heads Group • Art Directors Worldwide •
Gracie Lawrence Museum of Art • Creative Aspirations Gallery Of Design • Rochester Institute Of Technology
Advertising & Design Placement Program • The Agora Gallery (So Ho New York) • The CAC (Chicago Arts
Coalition)

NON-PROFIT

Juvenile Diabetes Research & Foundation (JDRF) • Susan G. Komen Foundation • Habitat for Humanity •
Indiana University Simon Cancer Center • Goodwill Community Foundation



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AWARDS

AAF Regional and National ADDY Awards • MEDICAL MARKETING & MEDIA (MM&M) • Advertising Design One Show • CA Design Awards • The Telly Awards • The Davey Awards • The Webby Awards • EMA Awards • The Dansker Best in Show Award • PM360 Awards

CREATIVE EXCELLENCE ELECTED JUDGE

THE AAF ADDY AWARDS (Global) • MEDICAL MARKETING & MEDIA (MM&M) • The ANDY Awards

4A's AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Board of Governor's elected member 2023 • 2025

ADVERTISING FEDERATION

Board of Directors elected member Indiana Chapter 2015-2019

PUBLISHED

FICTION NOVELS: "Charles" & "WHITE" 2021-2025
ILLUSTRATIONS/FINE ART: Chris Craft Motors Pen & Ink • Paintings & Sculptures Exhibited Internationally

PROGRAM PROFICIENCY

AI Platforms • Adobe Suite (Photoshop • Illustrator • InDesign • Premiere • Figma) • Microsoft Office Suite • Key Note



I N D U S T R Y E X C E L L E N C E

