



Ralph J. Frost III
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Advertising Creative Management

Advertising creative manager with broad-based experience in both healthcare and consumer environments. Excellent conceptual art director and creative strategist. Creative problem solving, organizational, presentation and team supervision. Strong web, print, production and interactive skills. Award-winning broadcast and video abilities.

Professional Experience

PayerSciences
Morristown, NJ

Creative Director
2/17 - Present

Manage creative staff and department in the design of iPad, interactive, website and print payer materials for Sanofi Genzyme, Regeneron, and Bristol-Myers Squibb

Ogilvy
Parsippany, NJ

Group Art Supervisor
9/03 - 6/16

Launched Striverdi and Stiolto in COPD. Responsible for advertising and promotional material for Johnson & Johnson's Procrit, AstraZeneca products: Toprol-XL, Atacand, and launch of Exanta/US. Relaunched Levaquin, and Merck Oncology-Zolanza and Emend relaunches. Worked on Medtronic Neurology, Pain, and Gastroenterology.

Nelson Communications Worldwide
Evolution Health Initiatives, Iselin, NJ

V.P., Creative Director
7/00 - 8/03

Responsible for managing the creative and desktop departments for managed care clients, including Pharmacia, Becton-Dickinson, DuPont Pharmaceuticals, Ortho Biotech, Schering-Plough, SmithKline-Beecham, Wyeth-Ayerst.

Jordan McGrath Case & Partners
Toltzis Communications, Philadelphia Office Trevose, PA

Associate Creative Director
7/99 - 6/00

Managed 6 art directors and desktop department. Responsible for new business pitches as well as creative direction for clients, including Olympus, Novartis, Wyeth-Ayerst and DuPont.

Gillespie Inc.
Princeton, NJ

Consultant-Freelance
4/99 - 7/99

Responsible for advertising and collateral materials for Cenestin, an OTC/DTC estrogen replacement product, Nizoral Shampoo, an anti-dandruff shampoo and Sporanox, an anti-fungal medication.

Integrated Communications Corp
Lawrenceville, NJ

Group Art Director
5/98 - 4/99

Responsible for strategic positioning of Diovan, an anti-hypertensive from Novartis. Created advertising, sales literature, educational literature and trade show materials to build Diovan's presence in the international marketplace. Responsible for strategic development of Neoral and Simulect, therapies specifically designed to reduce rejection to organ transplantation. Created advertising, interactive, sales materials, collateral, and video materials for Sandostatin, used in the treatment of Carcinoid Syndrome & Acromegaly.

LD&B, Inc.
Horsham, PA

V.P., Creative Director
6/93 - 5/98

Responsibilities included advertising for University of Pennsylvania Health Systems, one of the top 10 hospitals in the nation. Advertising ranged from cancer therapy through cosmetic surgery and included the promotional materials needed to open several new hospital facilities tied to the Health System. Created advertising, packaging and sales materials to promote Dentsply's numerous brands to the dental industry. Created advertising, sales materials and corporate identification for MKM Healthcare Corporation's incontinence management and wound care products. Responsible for hiring and managing staff of 18, including art directors, writers, production managers, and desktop department. Created award-winning broadcast and print campaigns.

DDA, Inc.
Elmhurst, IL

Sr. Art Director
8/88 - 6/93

Created advertising, collateral material and POP from concept to production for various clients including The Quaker Oats Company, Kraft, Beatrice, Keebler, Johnson Wax, and Western Publishing Company.



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US Gypsum Corp.
Chicago, IL

Sr. Advertising Director
3/87 - 5/88

Directed all phases of corporate advertising, including creation of strategic positioning for commercial and consumer products. Created ad campaigns, including the visual and literary content for jaw replacement materials used in reconstructive surgery.

DMB&B, Inc.
Chicago, IL

Sr. Art Director
1985-1987

Created advertising campaigns for American Dairy Association, BRK Products (First Alert), Amoco Oil Company, Chicago Board Options Exchange and Budget Rent-A-Car.

HBM Creamer
Chicago, IL

Sr. Art Director
1984-1985

Created advertising campaigns for Maremont Corporation, Gabriel Shocks, Regional Transportation Authority, Heet, Everco, Blazer International, Castle Metals and Delta.

CL&B, Inc.
Syracuse, NY

Creative Director
1982-1984

Oversaw all agency accounts. Collaborated with clients in the development of their strategy and marketing plans. Created ad campaigns for Bausch & Lomb, Corning Glass, Blue Cross/Blue Shield, Planned Parenthood and American Red Cross.

Education

Wilkes College, Wilkes-Barre, PA; 1979
Luzerne College, Nanticoke, PA; 1977
Marymount College, Summer, 1977
College Misericordia, Dallas, PA; 1975
PA Governor's School for the Arts, Bucknell University; Summer, 1975

Awards/Special Notations

RX Club award 2008
RX Club award 2003
(2) Addy awards, 1999, Best of Show, Best of Television for art direction on WWDB Radio Spots
(2) Telly awards, 1995, Maier's Bread
Lightning Bolt Award, 1993, Employee of the Year, LD&B
(2) Clio awards, 1986, "Cheese Glorious Cheese" campaign, American Dairy Association.