

## TINA IVANKOVIC

I love crafting stories with visuals to bring healthcare and emerging brands to life. Over the past decade+ I've learned and mastered various skills across creative and strategic disciplines—living by the mantra that it's better to be busy than to be bored. I thrive on problem solving, leveraging my creative prowess and analytical mindset to unlock brand potential and improve organizations' bottom-line through actualized, measurable results.

### WORK EXPERIENCE

#### [TINA LOUISE CREATIVE, LLC. | BLOOMINGTON, NY](#)

**OWNER** ▪ May 2023 – Present  
Design and develop various print and digital materials including presentation designs, advertisements, event invitations, social media posts, websites for clients in technology, finance, film & production, consulting & professional services, entertainment, non-profit, small businesses, and startups.

#### [INIZIO EVOKE \(FORMERLY EVOKE GROUP\) | NEW YORK, NY](#)

**CREATIVE DESIGNER** ▪ June 2023 – January 2024

Devised and designed imaginative and effective campaign concepts, ideating ways to drive better business results, creatively evolving the brand, and designing operating models, processes and best practices for creative excellence while partnering with external stakeholders and internal colleagues.

- Executed creative for new Audience Intelligence suite of AI/machine-learning suite of service offerings resulting in **+25 qualified leads within the first month** of campaign launch, including digital display, social media (paid & organic), pitch deck design, and 1-pager, and dart direction for animated video
- Developed animations and graphics for **+60 social media posts**
- Supported the launch of a high-priority executive level global corporate rebrand campaign across the organization, from competitive research and analysis through campaign launch including the design and development of digital ads resulting in, within the first week, **56.5k organic impressions** on social media, and **1.08MM impressions across programmatic** and print ad for PM360 and MM+M
- Redesigned Evolution Road website and PowerPoint template for rebrand
- Trained Studio team on new brand guidelines, where to locate template files and new standards
- Created 30 standard motion graphics templates **reducing production time by 20%**
- Designed & developed video, email and HubSpot assets for internal and external comms.
- Supported DE&I team with award submissions via presentation design & video captioning

#### [HALE ADVISORS, INC. | KINGSTON, NY](#)

**CREATIVE DIRECTOR** ▪ September 2017 – June 2023

Led cross-functional teams in creating and executing innovative marketing campaigns, strategies, and governance for 20+ Life Science companies including Lilly, Janssen, Johnson & Johnson, Ethicon, Vertex, Bristol Meyers Squibb, Astra Zeneca, and Alexion.

- Collaborated with client services team to understand clients' requirements, developing briefs and project plans in partnership with project manager
- Led brainstorming/creative sessions to generate ideas, leveraging digital whiteboards and online collaboration tools
- Strategized and designed geo-targeted campaign targeting hospital systems in states pending smoke evacuation legislation for MEGADYNE®
- Transformed web design and launched social media programs for clients in dermatology, medical device, diagnostics and palliative care
- Developed LoE brand strategy for GRALISE® including 2 KOL videos, shot remotely in 4K during pandemic lockdown and Medscape program
- Created training materials for Top 5 Pharma clients including live workshops and on-demand learning modules on topics including: omnichannel marketing, HCP platforms (e.g., Doximity, Sermo, Skipta, etc.), and other digital marketing platforms, programs and drivers
- **Directed and motivated creative team of 5** designers, writers and freelancers, oversaw career development and growth
- Managed in-house marketing and stewarded ongoing branding efforts after leading company rebrand from concept through execution across digital
- Implemented new operational efficiencies, **reducing project turn-around by 25%**

**ART DIRECTOR** ▪ April 2016 – August 2017

Owned the design and development of print and digital materials for clients in partnership with writer, while mentoring marketing intern and expanding organizational growth through new service offerings in the creative/studio area of service.

- **Managed team of 2** freelance designers and guided editorial/writer staff, as needed
- Analyzed and consulted on visual strategy and media performance for RADICAVA® launch, partnering with HCB, Underscore, and other AORs to optimize website, email campaigns, SEO/SEM, and mobile app performance
- Designed & developed materials for on-demand and in-person training in digital marketing best practices and strategy, partnering with writer on script
- Shepherded in-house marketing efforts across all social media and website, including website redesign and development, and improved pitch materials building a strong foundation for business development in new studio and strategic services including social media, web design/development, digital display, and video.

**GRAPHIC DESIGNER** ▪ November 2015 – March 2016

Designed print materials for promoting internal client communications and designed and animated digital marketing learning modules for pharmaceutical clients and in-house marketing efforts.

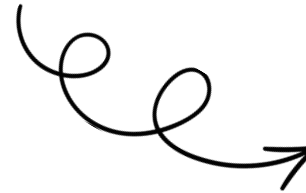
#### [SELF-EMPLOYED | ROSENDALE, NY](#)

**FREELANCE GRAPHIC/WEB DESIGNER** ▪ January 2006 – May 2023

Design and develop print and digital materials including logos/branding, responsive website design and development, print advertisements, event invitations, and social media posts for clients.

#### [ASHWORTH CREATIVE | POUGHKEEPSIE, NY](#)

**PROJECT MANAGER** ▪ February 2024 – Present  
Manage client projects, correspondence, and timelines. Oversee and support design for client projects including print, website design and email, while partnering with copywriter. Development and implementation of processes and organizational improvements.



### SKILLS & EXPERTISE

Adobe Creative Suite, Photoshop, Illustrator, InDesign, AfterEffects, XD, Dreamweaver, Figma, PowerPoint, Keynote, Google Slides, HTML, CSS, WordPress, Squarespace, HubSpot, L&D, Copywriting, Veeva, Project Management Monday.com, Teamwork, Airtable

### EDUCATION

**MFA, Media Design**  
FULL SAIL UNIVERSITY

**BA, Graphic Design**  
SUNY ONEONTA

**AS, Advertising Design**  
SUNY ULSTER

### AWARDS & CERTIFICATIONS

**Fundamentals in Digital Marketing**  
GOOGLE

**Course Director's Award Professional Practice & Ethics**  
FULL SAIL UNIVERSITY

### PUBLIC SPEAKING ENGAGEMENTS

**2nd Annual Re:Imagine Medical Device Marketing**  
SEPTEMBER 2022

**3rd Annual Channel Optimization in Pharma Marketing**  
APRIL 2019

### PROFESSIONAL REFERENCES

**Gene Fischer**  
PUBLICIS  
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BLUE EARTH DIAGNOSTICS  
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