

Phil Dalton

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EXPERIENCE

TBWA\WorldHealth – New York, NY

July 2017 – Present

SVP, Group Creative Director

SVP, Creative Director

VP, Creative Director

VP, Associate Creative Director

- Oversee the agency's oncology business, consisting of HCP and DTC communications, co-promote alliances, launch brands, and agile digital teams
- Manage a large creative team of varying levels—across indications, workstreams, and disciplines—enabling growth and facilitating multiple internal promotions; partner with Finance to adjust team resourcing and allocation percentages
- Spearhead implementation of AI across the agency to create efficiencies within submission processes and omnichannel environments
- Lead network-level philanthropic initiatives in partnership with the American Heart Association

ghg | greyhealth group – New York, NY

February 2016 – June 2017

Group Copy Supervisor

- Led creative and strategic oncology initiatives within the non small-cell lung cancer space; focused on both an established targeted agent and a prelaunch, next-generation molecule
- Provided supervision and mentorship within multiple brands, for interns through mid-level Copy personnel
- Presented to and partnered with clients and potential clients by leading creative workshops, pitches, and day-to-day communications

FCB Health – New York, NY

April 2015 – February 2016

Copy Supervisor

- Facilitated the launch of a multi-indication immuno-oncology brand
- Launched a multiple myeloma brand: created core promotional pieces, including websites, iPad detail aids, brochures, and convention materials
- Crafted and tested messages for future indications using strategic and competitive insights

Cline Davis & Mann – New York, NY

February 2014 – April 2015

Senior Copywriter

- Drove oncology-related content creation; work encompassed renal cell carcinoma, pancreatic neuroendocrine tumors, gastrointestinal stromal tumors, chronic myeloid leukemia, metastatic colorectal cancer, lung cancer, and breast cancer
- Infused digital strategy and expertise into multiple brands, with projects including iPad detail aids, websites, rich media banners, interactive newsletters, and email alerts

McCann RCW – New York, NY

June 2013 – February 2014

Copywriter

- Developed creative content and provided strategic insights for numerous oncology brands, focusing on lymphomas and neuroendocrine tumors
- Leveraged digital resources for use in physician-targeted and patient-targeted campaigns, applying the most current developments in technology and social media

AWARDS & HONORS

MM+M 40 Under 40: Honored among a select group of individuals as representing the “next wave” of industry leaders

American Heart Association Leader of Impact: One of only six chosen in all of NYC, based on philanthropic influence

Cannes Lions Health: Campaign and website experience for XIFAXAN awarded a Silver Lion

EDUCATION

Cornell University – Ithaca, NY

May 2013

Bachelor of Science • GPA: 3.82 • Magna Cum Laude • Dean's List all semesters