



janet kreller

creative art director

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experience

9/08-present

Freelance/Consulting, NYC & NJ

Creative Art Director

- Translate brand strategy into effective concepts—oversee to completion
 - DIGITAL:** interactive PDFs, websites, social media, e-marketing, banner ads
 - PRINT:** logos, branding, brochures, posters, journal ads, convention panels, packaging
- Work as a cohesive team player to ensure that strategic goals are met
- Excellent organizational skills and ability to manage multiple priorities
- Proficient in CC: InDesign; Illustrator; PhotoShop, Acrobat
- Clients: Bayer, Boehringer Ingelheim, Daiichi Sankyo, Novartis, Novo-Nordisk, Roche, Pfizer, The Red Cross, Talecris

8/98-8/08

BLC Healthcare Advertising, Fair Lawn, NJ

Art Supervisor

- Clients: Bayer, Boehringer-Ingelheim, Daiichi Sankyo, Introgen, Merck, Novartis, Novo-Nordisk, Roche, Sanofi Aventis, Stryker/Osteonics/Howmedica, Talecris, and ZLB Bioplasma

education

Fashion Institute of Technology, New York, NY, Advertising Design

Houghton College, Houghton, NY, Psychology