

# joseph lazur

SENIOR AD / ACD

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**OBJECTIVE**

Seeking meaningful placement within an atmosphere of fun and creativity at a company that strives for intelligent and progressive originality in its final marketing endeavors.

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**EDUCATION**

**THE SCHOOL OF VISUAL ARTS**, New York, NY  
1990 to 1994 Double Major (Advertising and Graphic Design)

**ORANGE-ULSTER VOCATIONAL CENTER**, Goshen, NY  
(Commercial Art) 1988 to 1990 Graduated

**WASHINGTONVILLE HIGH SCHOOL**, Washingtonville, NY  
1986 to 1990 Graduated

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**AWARDS**

**Rx Club Award of Excellence**, "www.bio-gen.com" Agency Website  
BioGenesis Communications, San Diego, CA 1999

**Rx Club Award of Excellence**, "hemophiliagalaxy.com" Patient Resource  
Baxter Healthcare, San Diego, CA 1999

**Rx Club Award of Excellence**, "Corporate Packet" Corporate Identity  
Agouron Pharmaceuticals, San Diego, CA 1997

**Rx Club Award of Excellence**, "VIRACEPT Launch Campaign"  
Agouron Pharmaceuticals, San Diego, CA 1997

**Creativity 95**, "Studio Twenty" Logotype Design  
Studio Twenty, Parsippany, NJ 1995

**Rx Club Award of Excellence**, "Where More Stars are Born" Promo Ad  
Torre Renta Lazur Healthcare, Parsippany, NJ 1995

**Scholarship Award**, School of Visual Arts  
New York, NY 1990

**Grand Award**, "Steer Clear of Drinking and Driving"  
National School Traffic Safety Poster Program  
AAA, Albany, NY 1990

**Gold Award**, Excellence in Academics  
Orange-Ulster Vocational Center, Goshen, NY 1990

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**PROFESSIONAL EXPERIENCE**

**3/03 - 1/06 TorreLazur McCann West • Senior AD/Studio Manager** San Diego, CA  
Balanced a dual role of creating and executing creative pharmaceutical and biotech campaigns while managing a studio staff on new business pitches and projects. Developed marketing materials for complex products and devices that translate effectively to physicians, patients, and other end consumers.

**1/00 - 2/03 ERBan Associates • VP, Creative Director** Dallas, TX  
Coordinated all aspects of the creative process including top level copywriting. Directed concepts through final creation and implemented solutions that pleased clients' tastes while meeting targeted marketing criteria. Most management and creative responsibilities conducted through telecommuting via the web in addition to more traditional methods.

**7/99 - 1/00 BioGenesis Interactive • Web Director, Creative** San Diego, CA  
Launched an internal interactive and technology group. Focused on creating and designing technological marketing tools for existing client base and expanding services outward to reach new interested companies.

**8/97 - 1/00 BioGenesis Communications • Senior Art Director** San Diego, CA  
Responsibilities included the direction of client pitches for new business development, conceptual and executional development of campaigns for new product launches, and delegation of subsidiary work and projects to junior positions.

**5/96 - 8/97 BioGenesis Communications • Art Director** San Diego, CA  
Conceptual and hands-on participation in launching product campaigns and numerous patient programs. Encompassed all aspects of art direction from layout through production and on to print.

**11/95 - 5/96 Torre Renta Lazur Healthcare • Asst. Art Director** Parsippany, NJ  
Assisted teams of art directors and copywriters in the development of creative concepting. Designed comprehensive layouts for advertisements, sales aids, brochures, and other marketing tools.

**11/93 - 5/95 Studio Twenty, Inc. • Computer Designer** Parsippany, NJ  
Developed an expertise in photo-retouching, computer generated image creation, multimedia presentations, and various interactive media.

**10/91 - 5/94 Freelance Art Direction • Designer** New York, NY  
Creation of corporate identity, brochure layouts, book and music labels, and poster design.

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References available upon request

**Portfolio @ [www.jlazur.com](http://www.jlazur.com)**