




TODD GERBER

CREATIVE PROFESSIONAL

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 Spring City, PA

PHARMA PORTFOLIO: <https://toddgerber.wixsite.com/portfolio-branding>

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PROFESSIONAL SUMMARY

I am an omnichannel creative professional with a proven track record of enhancing brand visibility through exceptional visual communication and storytelling. An expert in digital and multimedia design and adept at fostering teamwork and collaboration, I've spearheaded creative strategies across various platforms, significantly elevating client engagement.

SKILLS & COMPETENCIES

- Design Applications: InDesign, Photoshop, Illustrator, XD, Figma, Acrobat, Premiere, After Effects, PowerPoint
- Core Creative Competencies: Brochures, CVAs, Presentations, Websites, Social Media Posts, Video Production
- Over 10 years of experience hiring, managing, mentoring creatives
- Ability to identify business goals and communicate solution options
- Strong written and oral presentation skills

EDUCATION

BACHELOR OF FINE ARTS

Illustration/Visual Communications
University of Delaware

AWARDS

2015 CASE (The Council for Advancement and Support of Education) Award Contributor

Promotional Interactive Publications, Bronze Medal. 2015-2016 Issue, Proudly Penn; publication design, video production, augmented reality.

EXPERIENCE

[Deerfield Agency](#), Conshohocken, PA

Art Director

March 2022 to July 2024

- Lead and oversee the art direction of multiple brands while effectively executing and delivering digital and print design, photography, video, and podcast production. Also tasked with generating innovative concepts and successfully crafting compelling internal and external client creative presentations.
- Accountable for developing and delivering a diverse range of patient and HCP print and digital materials, including core visual aids, brochures, patient and HCP leave-behinds, banner ads, websites, social media branding, and multimedia assets. Successfully executed video production for a major skincare brand, enhancing multiple national sales meetings with Key Opinion Leaders and reps, producing engaging conference content, dynamic sizzle reels, and informative Digital Opinion Leader videos that effectively communicate the skincare benefits of the product.
- Executed successful video editing and animation for multiple brands within the agency for RFPs, label updates, social media, and internal applications.

[Eyespring, LLC](#), Greater Philadelphia Area

Creative Director - Freelance

January 2013 to Present

- Lead and manage all facets of the creative business, ensuring strategic oversight, efficient operations, and the delivery of high-quality creative solutions.
- Drive and execute comprehensive marketing, advertising, and design initiatives across print, digital, and web platforms, including logo design, production, and direction. Oversee video production and post-production processes, while providing expert client consultation. Excel in both verbal and written communication, managing billing, and ensuring financial accuracy and efficiency.
- **Clients:** RTWorld and SleepWorld Digital Publication, University of Pennsylvania, University of Pennsylvania Hospital, NextGen Securities, ORS Partners.

[Merion Matters](#), King of Prussia, PA

Multimedia Director

March 2004 to June 2013

- Facilitate growth and development of large photo studio with multiple sets, photography, video and multimedia for 31 national healthcare trade publications and e-commerce websites. Art direction and management of illustrators, photographers, multimedia designers, print and web designers. Collaborate and consult with art directors, editors and marketing directors, IT staff and various internal and external executive leaders.