

Sunita Deshpande

Creative Director/CW

www.SunitaWriter.com / SunitaTheWriter@gmail.com

727.656.9177

AD AGENCY EXPERIENCE (FULLTIME)

M BOOTH HEALTH & CONSUMER – VP Creative Director 2021-2022

Managed teams to grow both consumer, B2B, and HCP audiences via Tik Tok, IG, LinkedIn, etc. mainly for Organon/Nexplanon pharmaceuticals, Kotex, Riondo, Google, Sprite pitch, and Cascade. Launched, created, managed team for Organon Biosimilars Forum growth and HCP audience build on LinkedIn, Twitter, and IG. Biggest win – fully creating/ghostwriting revolutionary environmentally conscious children’s book for Dawn called *The Wonderful World of Blue*, narrated by Jenna Bush Hagar. Reached the agency’s highest-recorded KPI on day of release to celebrate Dawn’s 40th year anniversary.

FCB Health – SVP Creative Director 2016-2019

Neon/FCB Health/ ‘Gifted Creatives’ Incubator – Created greater revenue & award-winning pitches all around (print, digital, gaming, Spotify, Tik Tok, IG, etc.) particularly for Genentech, awarding us 2M dollars more in business. Presented ideas for brands such as Gilead, Alcon, Elitek, Stiolto, Reasanz, Esperion, Fetroja, Delsym, as well as Pro Bono work for Nivea/India for Vitiligo socio-political issues.

FREELANCE AND PERMA

WUNDERMAN/THOMPSON – Freelance - Notably strengthened B2B/HCP/Consumer, awareness for products such as Acuvue and Eucerin. Executed simple, elegant, and fully complete campaigns for complex brands such as Biovia and Metidata DCT. Springboarded new Johnson & Johnson viral outreach for post-pandemic program and recruitment activities for “Orange” launch.

THE COMMUNITY NY – Freelance – Revolutionized inadvertent racist issues AI is creating today via Alexa with thought-provoking pranks and OOH experiential content to have people ‘rethink’ how they interact with the world via AI.

CHIAT DAY LA – Freelance – Sparked tentpole concepts to detailed for QuickBooks for ever-growing B2B audiences on IG, pranks, and experiential executions – reported directly to ECD Kirsten Rutherford.

HILL HOLIDAY – Freelance – Managed, created, and executed IG, Facebook, SnapChat & other social media posts for Fireball Whiskey and building momentum for FHA awareness.

MCGARRY/BOWEN – Freelance – Interactively constructed a greater platform for B2B/Verizon for Facebook, IG, and social media posts for growing B2B Verizon customers in a worldwide effort. This included new Verizon technology and data-driven analytics for small businesses to harness for their maximum benefit.

TRANSLATION ADVERTISING (aka Jay Z’s Ad Agency) – 2 Years/Perma - Presented to the heads of Bud Light per request of Steve Stoute. Found out we won 2M Bud Light account same day as the Christmas party. I don’t remember the Christmas party. Stayed 2 years because in for a few weeks and they kept extending me, putting me on assignments with other fab creatives, tried to bribe me with Sour Patch Kids. Worked on State Farm (traditional, OOH, radio), Coke Zero (wrote and produced TV spots, digital, Facebook, IG), Target, pitches upon pitches, you name it.

Other returning-freelance/ perma shops include: Code & Theory (Maybelline, Chandon), JWT (Benadryl/Centrum/Nestle/Kleenex), KB+Partners (Burger King), Improv/Ad Teacher at Miami Ad School NYC, Jack Morton (Abbvie) , and Moxie Interactive (Garnier Fructis).

Began at Berlin Cameron United – (2003-2009) – Wrote and produced TV for Silk Soy Milk, Coke, Dasani, VitaminWater, Fiat, Tidy Cats, Hennessy, Zyrtec, Subaru (pitching), Revlon, Nestea, Escada, Ford, Belvedere.