



Ryan Bell

Creative Director

A One of Kind Creative Leader

I bring the structure of right brain thinking together with the possibility found in left brain creativity to generate authentic audience connections leveraging compelling narratives and innovative design.

I believe true magic happens when artistry and strategy intersect. I strive to harness that power to create experiences that captivate and inspire. As an effective, award winning advertising and marketing professional, I am highly skilled in art direction, concept development and content curation. My experience spans creative solutions, media platforms, integrated teams, and key stakeholders.

Recent Experience

Patients & Purpose: SVP Creative Director 2005-2024

Key Clients: Vertex, Takeda, Janssen, Abbvie, Genentech, Pfizer, Novartis, Novo Nordisk, Alexion

An “all-in” Creative and Senior Management Leader who strives to inspire the entire team to deliver strategically sound and on point solutions for brands to answer the needs of patients facing rare to broad disease challenges.

Highlights:

- Scaled the Vertex Pharmaceuticals scope from \$2MM to \$14.5MM encompassing 5 cystic fibrosis treatments, 2 disease education platforms, a gene therapy portfolio and 2 support programs
- Led the launch from concept to in-market activation of Vertex’s first ever Gene Therapy treatment for Sickle Cell Disease and Beta Thalassemia
- Built a dedicated art team from the ground up; currently managing 10+ members
- Management lead establishing the best-in-class agency COE for Patient Support Experience programs
- Spearheaded and created a centralized and best in class submissions process answering the goal of being the most award-winning agency; Agency earned over 70+ in first 24 months of program being initiated
- Principal lead creative of Pfizer’s HCP engagement platform which featured a first ever digital assistant

I2i Communications: Sr. Art Director: 2001-2005

Key Clients: Pfizer, BellSouth

Led a creative cross-functional creative and production team responsible for ideating and executing integrated omnichannel activation that included TV, digital and print.

Highlights:

- Led multi-platform, integrated design team for Lipitor Brand, featuring award winning “Numbers” campaign
- Converted acquisition campaign to long term adherence programs resulting in \$2MM in agency revenue.
- Instrumental in developing “Pfizer-first”, in-office HCP education based starter kits with accompanying Lipitor samples

Bozell Group: Sr. Art Director: 2000-2001

DialogueWorks: Art Director: 1996-2000

Education

Syracuse University
VPA, Bachelor of Fine Art
Advertising Design
Communication Design

Awards

- DTC Agency Vanguard Recipient
- DTC National
- MM&M
- Telly
- WebAward
- IAC
- Mobile WebAward
- Echo
- Caples

Portfolio

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