

Joe Fago
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Work Experience

Fishawack Health • Creative Director/Copy (March 2022 - present) Creative leadership role in the Rare Diseases sleeve of business. Primary responsibilities involve launch of a novel therapy for chronic kidney disease.

GSW-Worldwide • Associate Creative Director Creative lead on Eli Lilly & Company brands for headache (Emgality), metastatic breast cancer (Verzenio), and Oncology Medical. Also day-to-day creative lead for cataract surgery medication Omidria. Additional experience as creative lead on Eli Lilly Diabetes brands Bydureon, Humalog and Trulicity. Led the launch of Bydureon in the European Union. Managed day-to-day creative needs for Humalog insulin in the US market. Led the creative development of materials for the introduction of the diabetes therapy Trulicity to global markets.

JWT/Team Detroit/GTB • Vice President/Senior Copywriter Accounts included: Bosch Automotive, Cedar Point Amusement Park, Compuware, Goodyear, Kohl's Department Stores, Oakwood Healthcare System, Ohio Art, Sherwin-Williams Paints, Tenneco Automotive, United Way, Warrior Sports, White Castle.

W.B. Doner & Company • Art Director Accounts included: Ames Department Stores, British Petroleum, Chiquita Bananas, Coca-Cola, Holiday Rambler Motorhomes, Iams Pet Foods, Uniroyal BF Goodrich Tires.

Car and Driver Magazine • Assistant Art Director Editorial staff position responsible for design, layout of monthly publication.

Awards and Honors

One Show
Clio Shortlist
Communication Arts feature
Art Direction Magazine feature
Academy of Television Arts and Sciences Television (Emmy) Finalist
Graphis Poster Annual
New York International Festival, multiple
London International Festival, multiple
Telly Awards
Effie Awards, multiple
AICP Award
Caddy Awards, numerous, including 2 Best-of-Shows (TV and Radio)

Education

Bachelor of Fine Arts (BFA) degree with a concentration in painting and graphic design from Miami University.