

Lance Wexler

North Wales, PA | 215-518-3377 | lancewexler@gmail.com | LinkedIn

is a tech-savvy, multidisciplinary creator with extensive industry experience and a talent for leveraging automation and digital tools. He excels at elevating brands through cutting-edge innovations, infusing boundless imagination for the digital era. Crafting captivating stories that resonate across digital platforms, he leaves an indelible mark on the world of creativity.

VERTICALS

Pharma | Health Care | Higher Ed | Agency | Financial | E-Commerce | Legal | Sports

EXPERIENCE

Merck - Upper Gwynedd, PA (December 2019 – Present)

Senior Digital Lead (February 2022 – Present)

- Responsible for onboarding process for multiple International Markets by translating output into Design Comps for market approval, expanding existing markets, and building market text collections in Assembler Online (ASMOL) all while maintaining a library of Design Comps.
- Analyzes and manages scalability for adding new markets and brands per market while adhering to brand governance.
- Troubleshoots and corrects any issues arising from Smoke Tests and collaborates with Magic Form and Robotic Process Automation (RPA) teams to develop new features.
- Maintains all templates, components, and assets related to On24 text collections, ensuring seamless operations.
- Works cross functionally with Agile/scrum team in 2-week sprint intervals to launch new markets/countries into automated system.

Senior Digital Designer (January 2021 – February 2022)

- Automated the Select Safety Information (SSI) for KEYTRUDA's many indications into a single owned and approved document using Merck's proprietary CMS Veeva Vaults PromoMats system, built in Assembler Online.
- Distributed and managed SSI across all KEYTRUDA products for the US market.
- Coordinated with US KEYTRUDA new indications to communicate with existing Customer Relationship Management, Sales Force Marketing Cloud, Veeva Representative Emails, Doximity, Epocrates, Facebook, Twitter, and electronic health record systems through omni-channel Marketing.

Lead Creative (December 2019 – January 2021)

- Lead Creative on Pneumovax 23 Digital Engagement Team in an Agile/SCRUM setting working directly with a team consisting of a SCRUM Master, Development Partner, Copywriter, Architect, Content Steward, Lawyer, Marketing Director, Job Owner, and Medical Professional.
- Collaborated with marketing teams to develop campaign-consistent content to support sales through Sales Force Marketing Cloud (SFMC) and Veeva Representative Emails.
- Provided quality assurance, troubleshooting, and modifications per medical specifications, brand requirements, and medical-legal review.
- Developed Health Care Professionals (HCP), Health Care Consumer (HCC) and Pharmacy omni-channel engagement strategy across digital spaces including social media, tablets, websites, landing pages, and emails for Pneumovax 23.
- Cultivated relationships with third-party vendors for pharmaceutical campaign objectives and developed new tools and materials through Content Automation for Pneumovax 23, Keytruda, and other Merck brands.
- Piloted and became lead trainer on a new software program, Assembler Online, for brand-wide implementation.

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EXPERIENCE (continued)

Aloysius Butler & Clark - Wilmington, DE

Director of Print Production (June 2018 - May 2019)

- Managed all aspects of the agency's outside production purchases including print, developed specifications for bidding and implemented timelines while ensuring quality control and adhering to deadlines.
- Worked closely with account executives and the creative department to set project budgets and negotiate jobs with vendors.
- Managed vendor relationships while maintaining quality expectations from clients.

Fingerprint Marketing - Conshohocken, PA

Studio Production Services (October 2017 - June 2018)

- Successfully oversaw the development of mixed media campaigns, pharmaceutical websites, Marketo emails, and engineered pharmaceutical packaging.
- Committed to meeting budgetary constraints and strict deadlines while ensuring the delivery of high-quality collateral to a diverse range of clients and vendors.
- Maintained strong relationships with external vendors to guarantee the accuracy and precision of products and ensured strict brand adherence for digital assets and photo retouching, in alignment with project requirements.

160over90 - Philadelphia, PA

Production Manager (January 2016 - October 2017)

- Oversaw an extensive portfolio of clients including the Philadelphia Eagles, Texas A&M, UCLA, and Bimbo.
- Developed workflow schedules and collaborated with team members to meet time-sensitive deadlines.
- Managed mixed media campaigns, trade show booths, and installations for clients.
- Purchased and sustained digital assets, font library, stock imagery, print production library, and archival system.

EDUCATION

Pennsylvania State University, University Park Campus

Bachelor of Arts (May 2010)

CLIENTS/BRAND EXPOSURE

Keytruda, Pnuemovax 23, Einstein Hospital, AtlantiCare, Planet Fitness, University of Virginia, Texas A&M, University of Dayton, PCOM, Notre Dame, UMASS, UCLA, Chicco, Luigi's Italian Ice, Philadelphia Eagles, Lidl, The Washington Nationals, Bank of America, J.P. Morgan Chase.

SKILLS

Adobe Creative Suite | Agile | Art Direction | Brand Governance | Branding | Budget Management | CMS | Concept Development | Content Automation | Creative Strategy | Cross-functional Collaboration | CRM | CSS | Design Thinking | Digital Engagement Strategy | Digital Marketing | FIGMA | Google Suite | Graphic Design | HTML | Illustrator | InDesign | Innovation | JIRA | JSON | Leadership | Marketing Campaigns | Microsoft Office | Photoshop | Portfolio Management | Problem-solving | Production Management | Quality Control | Sales Force | Scrum | Sketch | Software Testing | Storytelling | Team Management | UX/UI | Vendor Management | Visual Communication | Web Marketing | WordPress