

Kim Christian Olson
CREATIVE DIRECTOR / DIGITAL WRITER

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Awards

2009 DTC Nationals
Best Website

2008 Rx Interactive Award

2005 Pharma AD Star

2003 Pharma Awards
Best Print Campaign

2003 DTC Nationals Best
Integrated Campaign

Education

SCHOOL OF VISUAL ARTS,
New York, NY
Student and later, instructor.

HARTWICK COLLEGE ,
Oneonta, NY
Bachelor of Arts.

Experience

Saatchi Wellness

2007 to present Group Digital Creative Director

Built interactive creative department at the agency, supervised overall digital workload, led and won digital pitches and conducted ongoing hiring and agency training. Coordinated digital and CRM campaigns for all brands.

MERCK

Launched all digital for new brand Dulera.

SANOFI AVENTIS

Created coloncancernews.org, eloxatin.com,
award winning Wall of Survivorship for fightwomanscancer.com,
Launched all digital for Multaq.

CHATTEM

Created digital OTC launch of Allegra, including rich media banners,
Facebook social media, smart phone apps, and gaming.

ABBOTT

Supervised digital for all of Humira, including branded and unbranded
sites, banners, iPad apps and social media.

FRONTLINE

Supervised all digital work on Frontline, Heartgard[®] and launch of
Certifect.

ALLERGAN

Supervised all digital work for Latisse and Juvaderm including
mobile apps, banners, and social media campaigns.

Ogilvy & Mather

1995 – 2006 Creative Director, Senior Partner

AMERICAN EXPRESS

Created brand leading campaigns for American Express Gift Cards - TV,
DTC, radio.

JAGUAR

Created global launch of the S-Type. Created new model launches for
XJ-8, XK-8.
Oversaw Print, Retail, Internet and Brochures.

MERCK PHARMACEUTICAL

Created launch of Zocor Heart Protection Campaign. TV , Print, DTC,
Internet and CRM programs.

THE COCA COLA COMPANY

2006 launch of domestic Fanta campaign - TV , Outdoor, Internet and
MTV tie in.
Created TV for International Fanta Campaign.