

tara sroka

Expertise: Data visualization, logo and branding, various digital and print collateral, website design, campaign concepting, journal ads, internal sales tools, social media, brand guidelines, photo research and working with illustrators, photographers and retouchers

Therapeutic Experience: Hematology, HIV, hypertension, diabetes, oncology, gout, women's health, dermatology, cardiovascular disease, cystic fibrosis, and a variety of other disease states

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ART DIRECTION

CDM NY

*VP, Group Art Supervisor
November 2022-August 2023*

Oversaw and managed the art team, as well as art directed the day-to-day design needs for a full range of US & Global HCP tactics

Area 23

*Group Art Supervisor
July 2019-November 2022*

Digitas Health

*Senior Art Director
May 2018-July 2019*

FCB Health

*Art Supervisor
May 2011-May 2018*

Concepted, designed, managed and executed visual ideas for various integrated initiatives

Art directed and designed for a full range of HCP marketing materials as well as new business pitches

GRAPHIC DESIGN

Oxygen Media/NBC Universal

*Junior Graphic Designer
April 2003-May 2010*

Designed and executed materials that included: brand identity, magazine design, collateral pieces, posters and various branding efforts

Organized and archived design files and assets

Maintained the digital photography library with the use and knowledge of Cumulus, an image database system

Assisted in proofing artwork and helped to ensure the accuracy of print jobs to completion

Worked closely with the Marketing Department to ensure the success and accuracy of marketing/sales materials and that specific marketing goals were met

PRODUCTION

BBDO

*Production Coordinator
2002-2003*

Controlled the workflow of the graphic design studio and acted as a liaison to the traffic team

Hill Holliday

*Broadcast Traffic Manager
2001-2002*

Trafficked radio and TV spots to broadcast stations

Wieden + Kennedy

*Project Manager
2000-2001*

Managed schedules and trafficked print advertising to meet deadlines

O'Leary Clark/Wolf Group

*Traffic Manager
1999-2000*

Scheduled and trafficked print advertising & collateral material

EDUCATION & TRAINING

Noble Desktop Training Classes

Photoshop for Web Design & UI, Mobile & Responsive Web Design, Illustrator, Photoshop Advanced and Dreamweaver/HTML

Leadership Workshops & Various Training

Managing to Lead, Getting the Most from Your Team, DiSC Management Training, Visual Thinking, Presenting When You're Not in the Room, Improv for Business and Managing Difficult People & Tricky Situations

State University of New York College at Geneseo

Bachelor of Arts, Communication, 1999

TECHNICAL SKILLS

Photoshop	PowerPoint
Illustrator	Word
InDesign	Excel
Sketch	WordPress
Acrobat	Basic HTML
Facebook	Shopify
Instagram	Squarespace

References Upon Request