Brett Kinkel

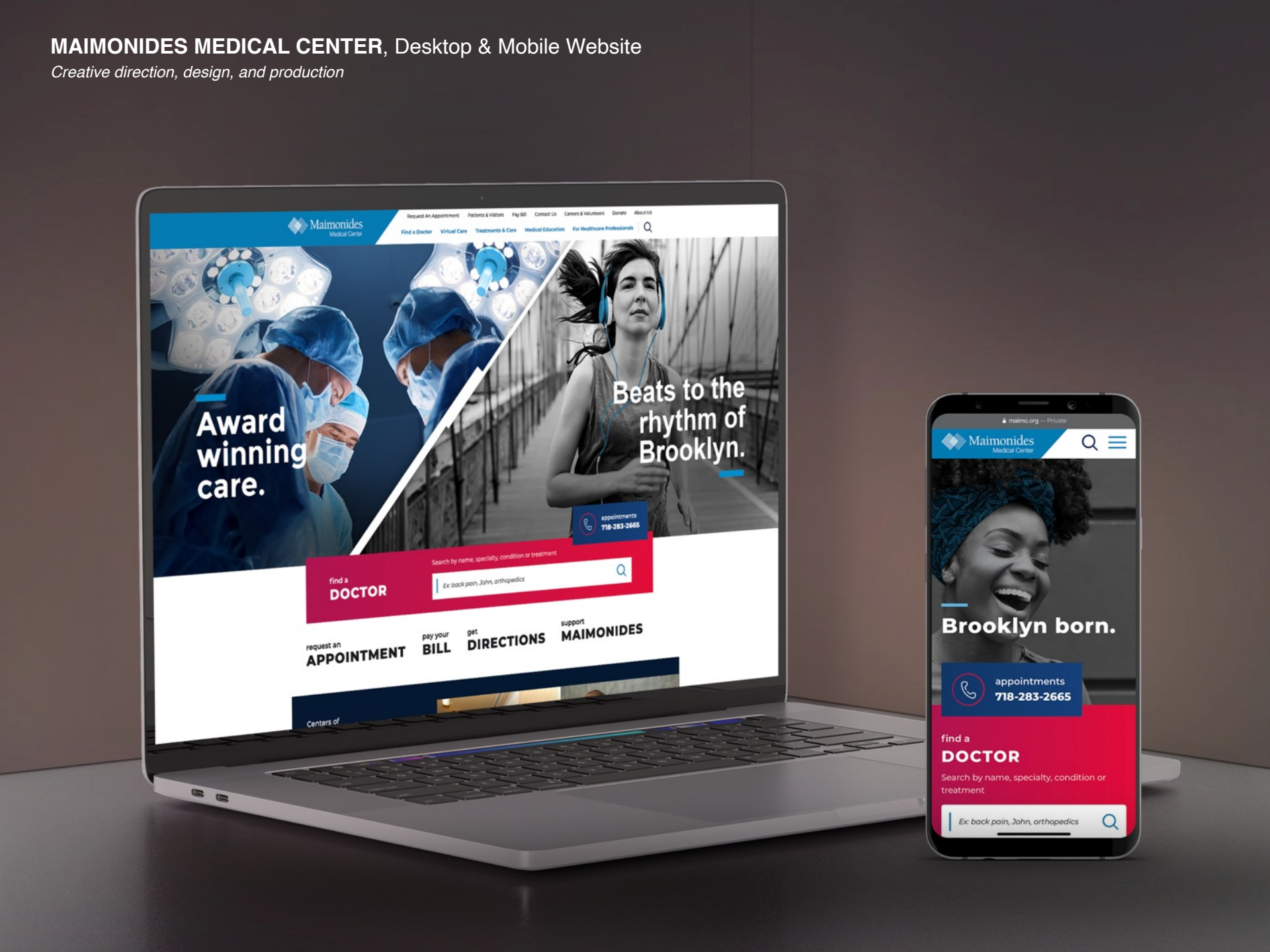
Hands-On Creative Director/GAS

Pharma and Multi-Vertical Samples

Brett Kinkel • CV • www.brettkinkel.com • linkedin.com/in/brettkinkel • info@brettkinkel.com • M: 845-597-7914

MAIMONIDES MEDICAL CENTER, Desktop & Mobile Website

Creative direction, design, and production

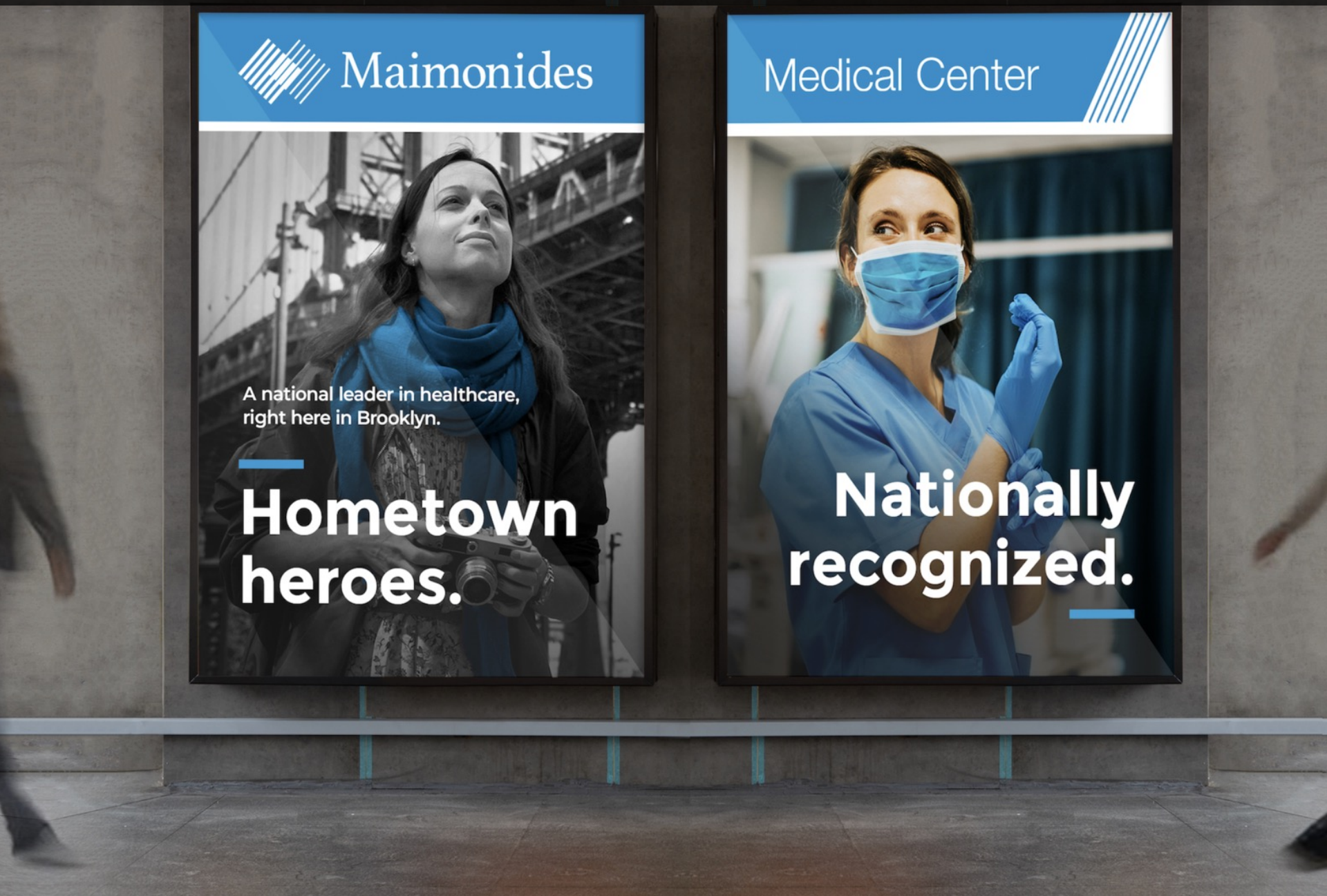


MAIMONIDES MEDICAL CENTER, Post-COVID Campaign

Creative direction and design of digital, print, and OOH materials

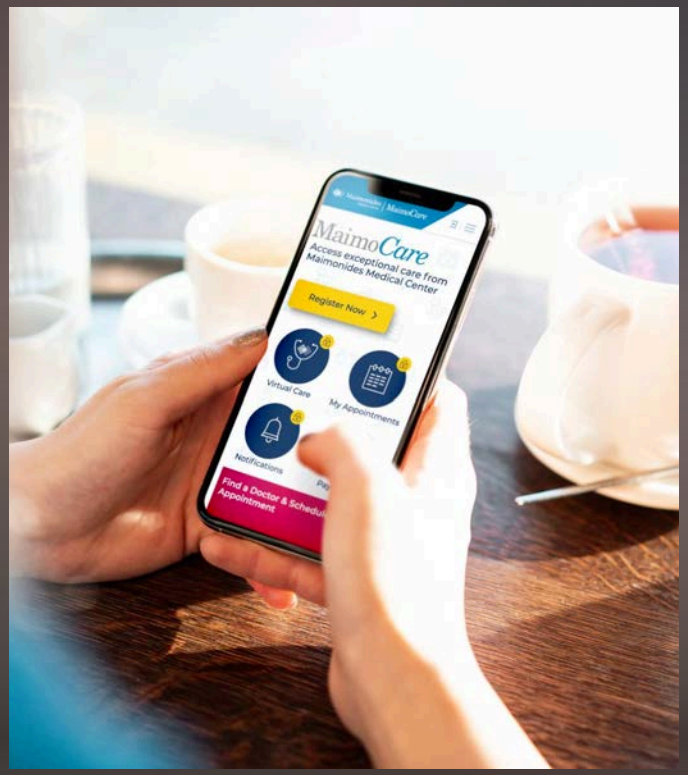
MAIMONIDES MEDICAL CENTER, Post-COVID Campaign

Creative direction and design of digital, print, and OOH materials



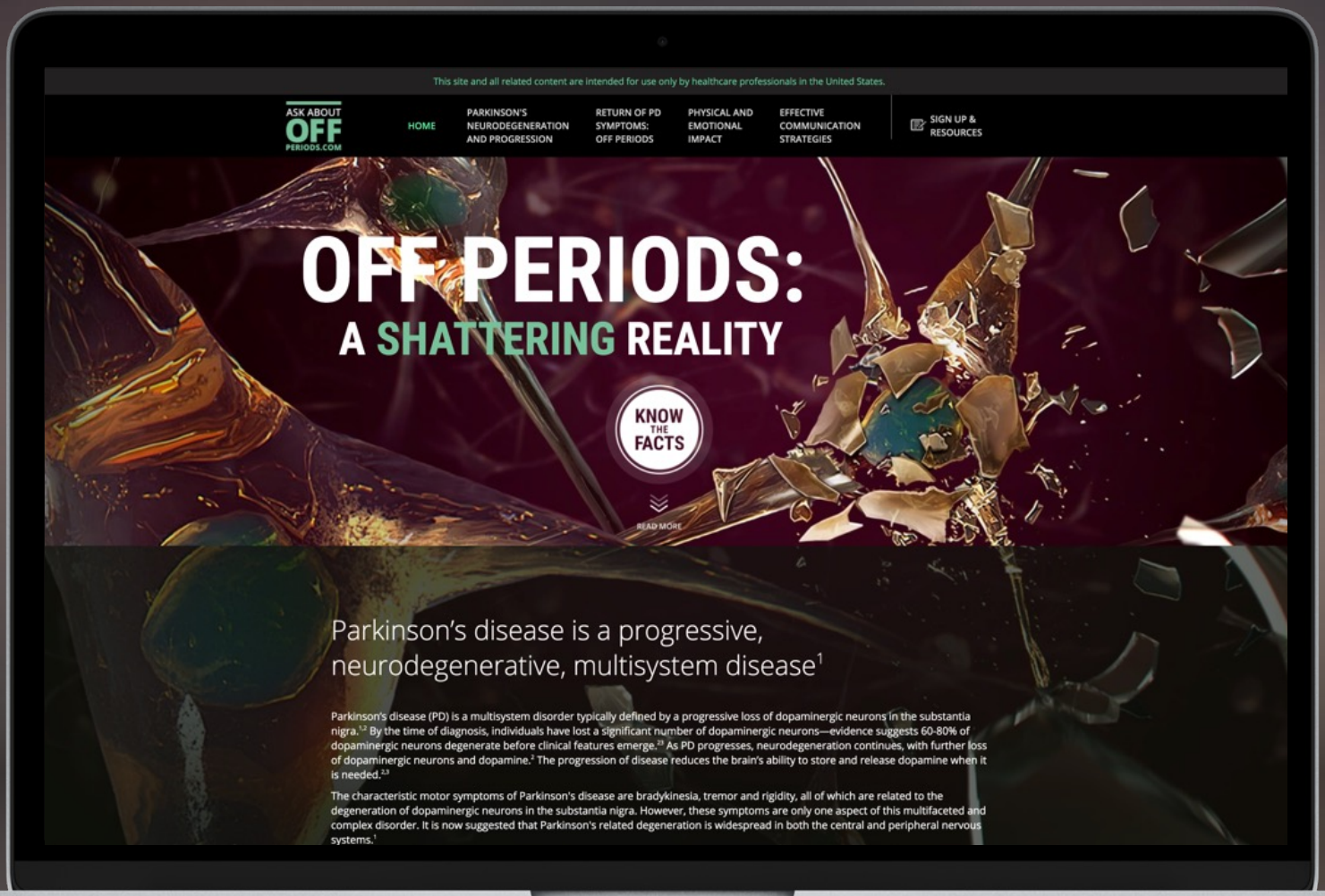
MAIMONIDES MEDICAL CENTER, MaimoCare Mobile Application

Creative direction, branding, and application store graphics



PARKINSON'S DISEASE STATE, OFF Periods Awareness Campaign

Campaign direction, website, print pieces, event booth, broadcast, and CRM materials



OffPeriods.com

PARKINSON'S DISEASE STATE, OFF Periods Awareness Campaign

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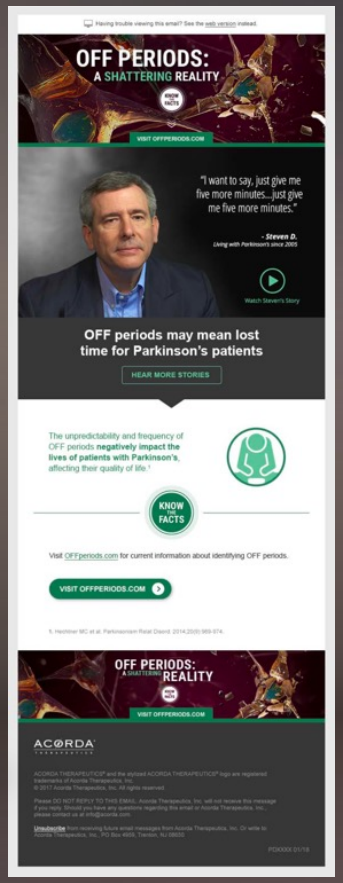


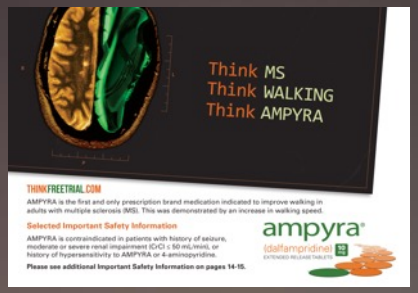
PARKINSON'S ADVOCACY CAMPAIGN, "LIVE WELL. DO TELL."

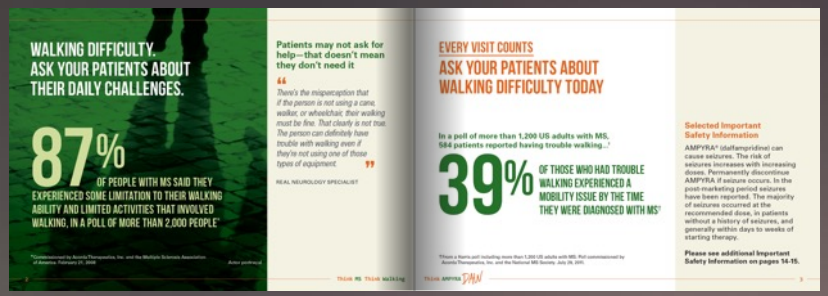
Art direction, website, speaking events, and design of multimedia materials

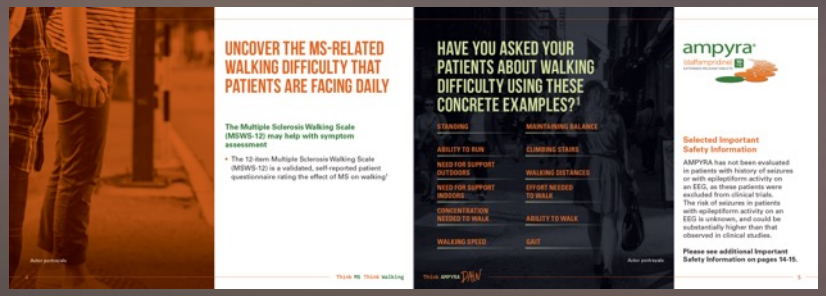
LiveWellDoTell.org

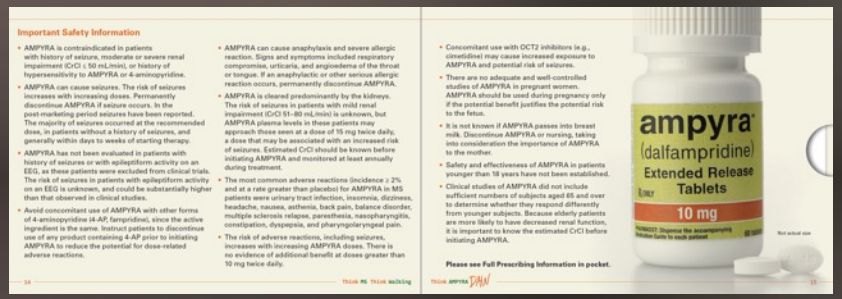
AMPYRA, HCP Rebrand

Art direction, production of print materials, web, and CRM campaign



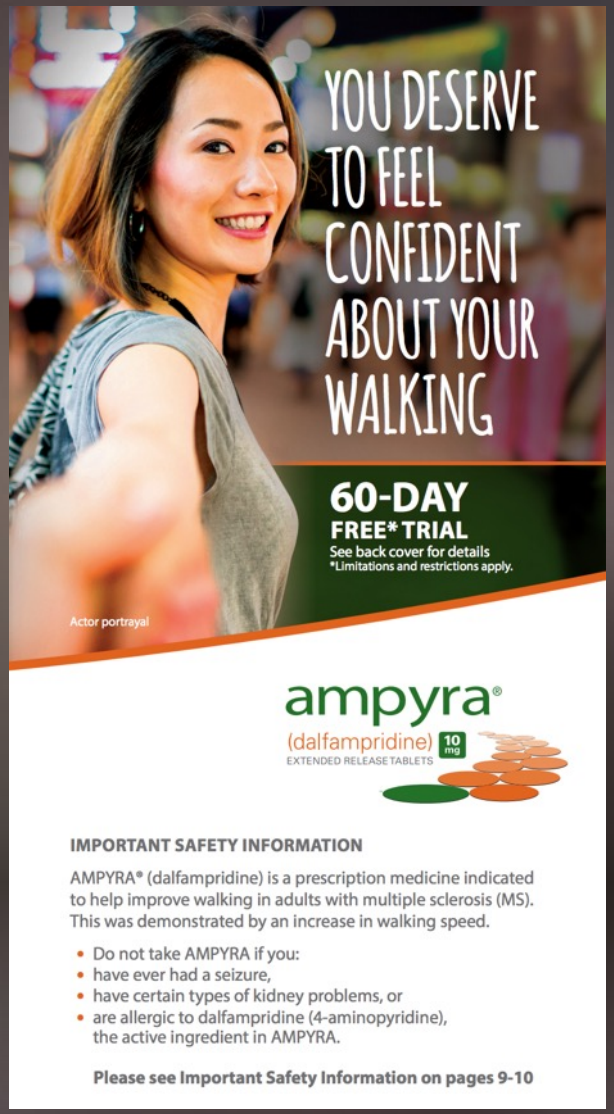






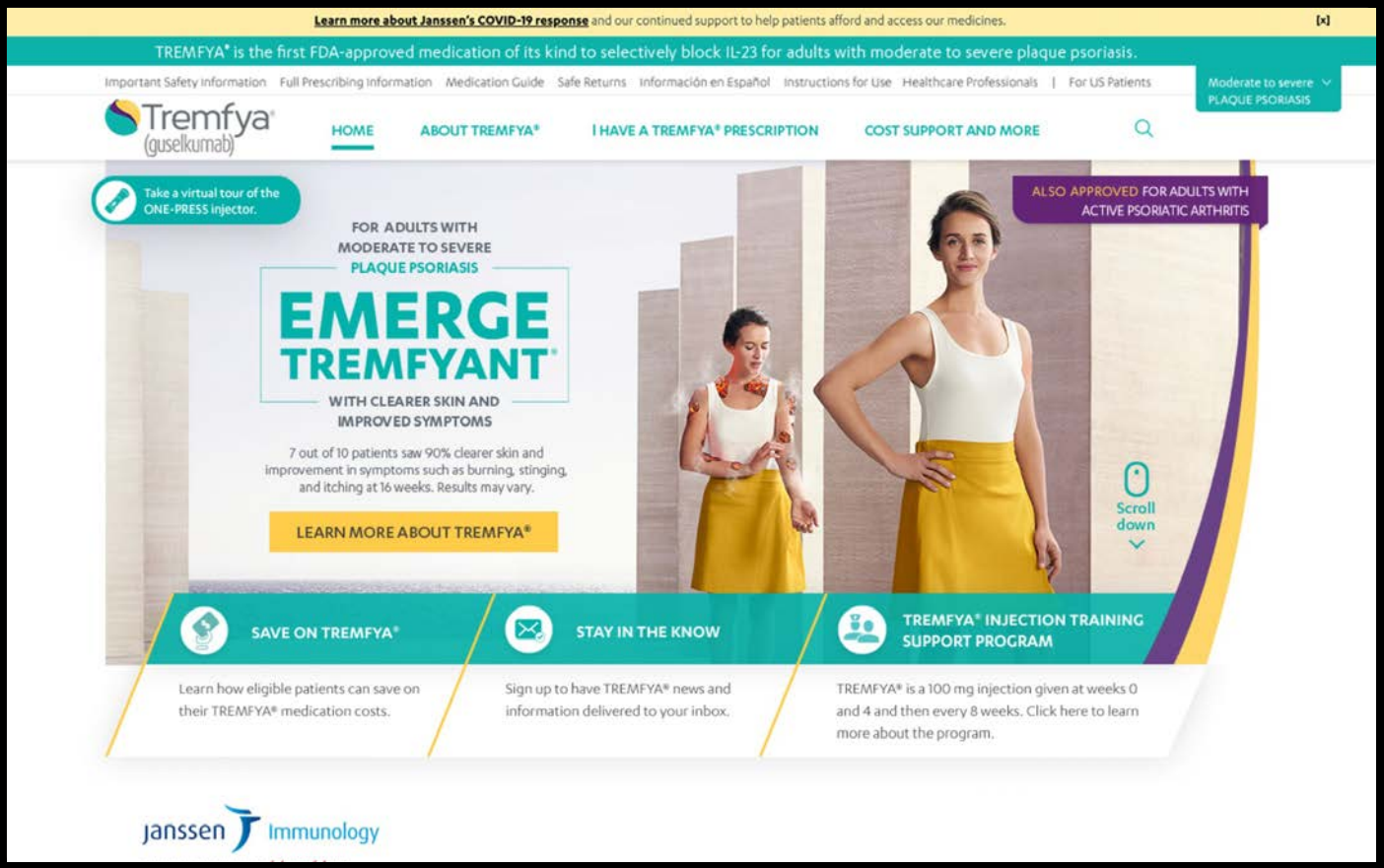
AMPYRA, Patient Rebrand

Art direction, production of print materials, web, and CRM campaign



TREMFYA, HCP & Patient Campaign

Graphic support for web, digital banners, displays, CRM, and video



Tremfya.com

SKYRIZI, HCP Launch Materials

Product & resource/clinical guides, value props, and print & digital formulary kits

abbvie

Additional Immunology Resources

Contact Medical Info | Full Prescribing Information | HCP Site

Skyrizi®
risankizumab-rzaa

Welcome to the

SKYRIZI FORMULARY TOOLKIT

For Ps/PsA
Not actual size

For CD
Not actual size

Indications[1]

Plaque Psoriasis: SKYRIZI is indicated for the treatment of moderate to severe plaque psoriasis in adults who are candidates for systemic therapy or phototherapy.

Psoriatic Arthritis: SKYRIZI is indicated for the treatment of active psoriatic arthritis in adults.

Crohn's Disease: SKYRIZI is indicated for the treatment of moderately to severely active Crohn's disease in patients 16 years and older.

FOR FORMULARY DECISION-MAKERS ONLY.

The following content is approved for use with a limited audience.
It is solely intended for members of the Formulary Committee or an authorized agent of that committee. An authorized agent is someone whom the Committee has specifically asked to evaluate information related to formulary decision-making.

SIMPONI ARIA, Patient & HCP Materials

Art direction and production for print, web, and CRM

INBRIJA, “NOW APPROVED” Website

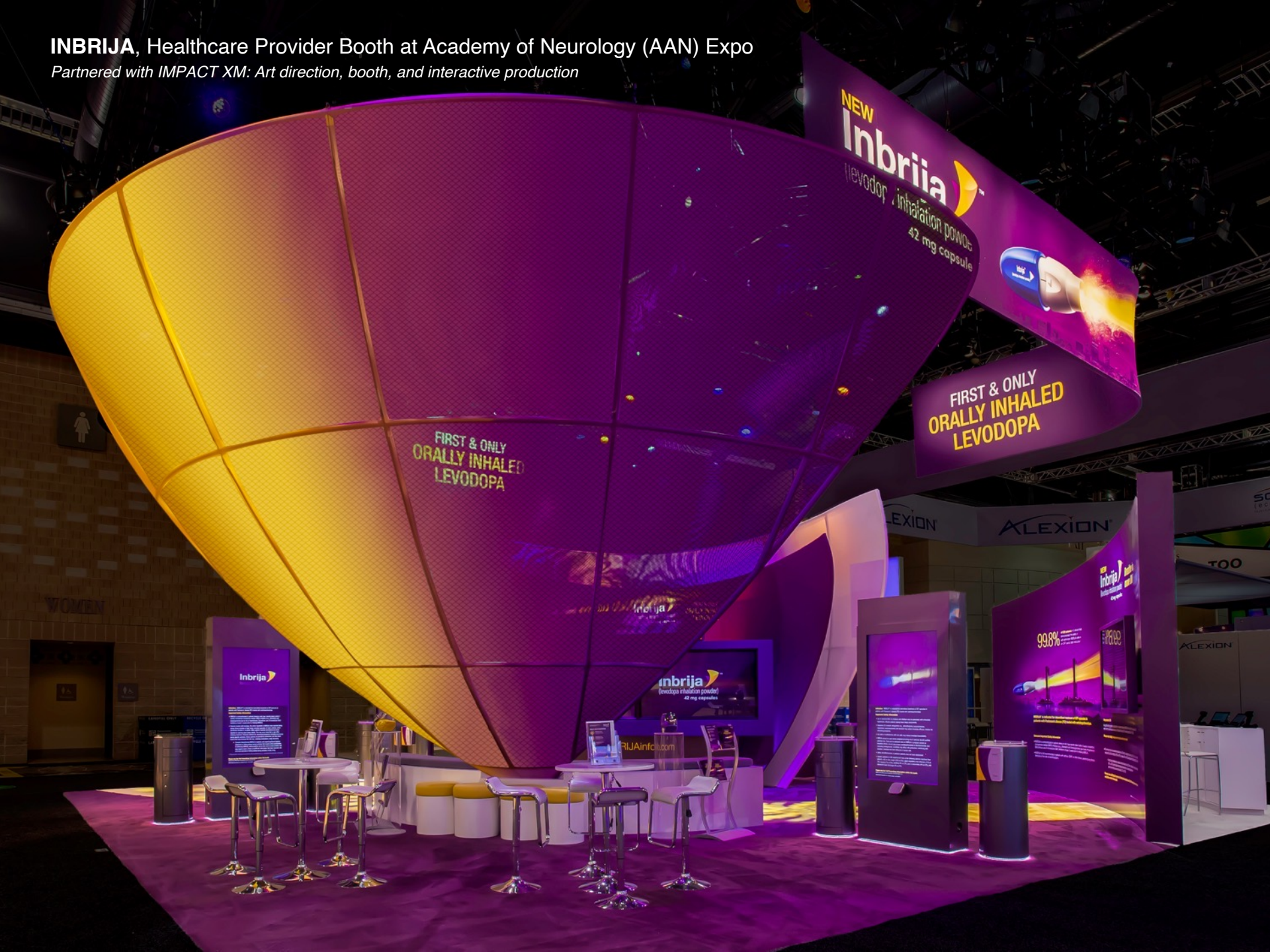
Art direction and design of microsite

INBRIJA, HCP Launch Creative

Art direction of approved adlob and design/management of campaign materials

INBRIJA, Healthcare Provider Booth at Academy of Neurology (AAN) Expo

Partnered with IMPACT XM: Art direction, booth, and interactive production

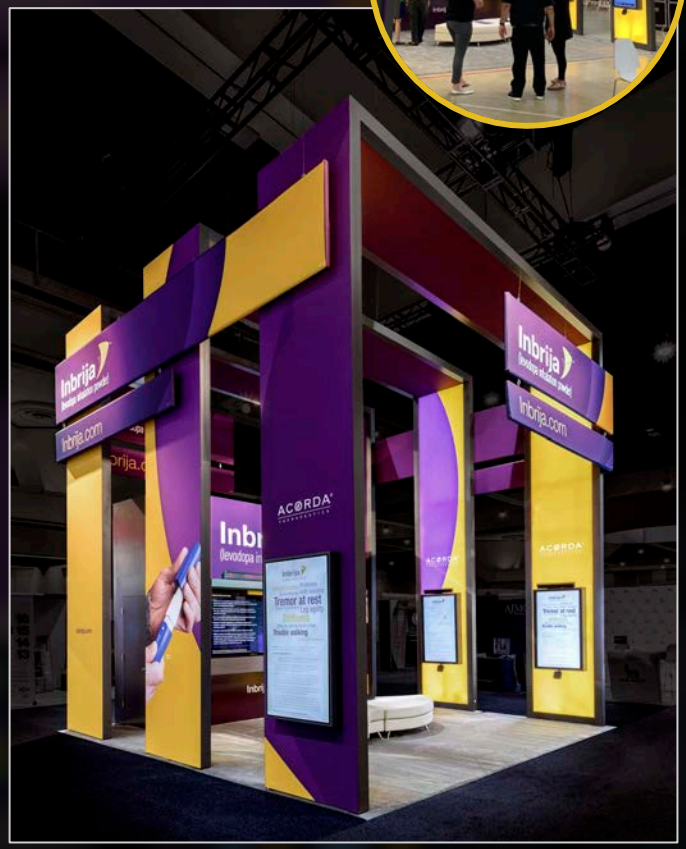


INBRIJA, Healthcare Provider Booth at Academy of Neurology (AAN) Expo

Partnered with IMPACT XM: Art direction, booth, and interactive production

INBRIJA, Payer Booth

Partnered with IMPACT XM: Art direction, booth, and interactive production



INBRIJA, Patient Launch Creative

Art direction of approved adlob and design/management of campaign materials

Inbrija.com

INBRIJA, Patient Support Program

Art direction and design of multimedia materials

INBRIJA, Event Support & Presentations

Art direction, event logistics, and 360 production

INBRIJA, Therapy & Device Packaging

Art direction and production/management of final label FDA-approved materials

PATIENT TESTIMONIALS

"Everything was super easy."

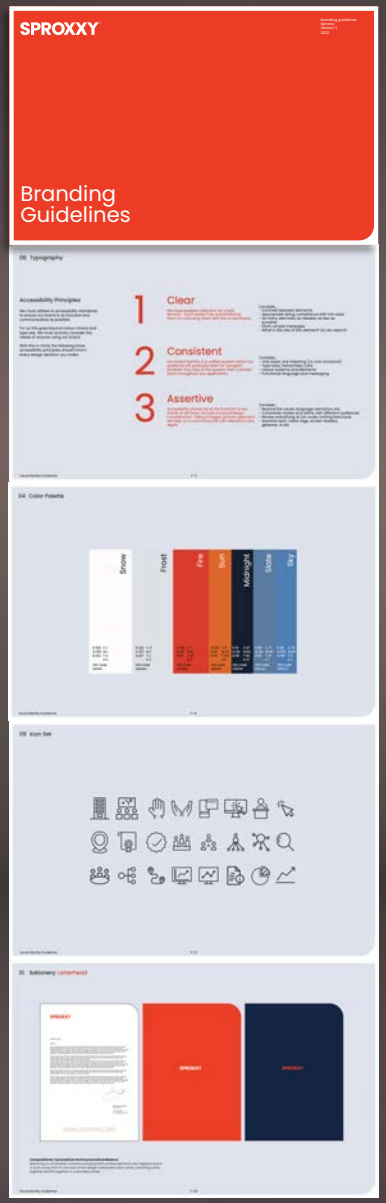
"Assured I was doing things the right way."

Graphis Packaging Awards, Honorable Mention

Graphis.com

SPROXXY, GTM Materials (Brand & Product Dev., Investor Pres., Market Reports, Social, CRM, Trade Booth)

Creative direction and production

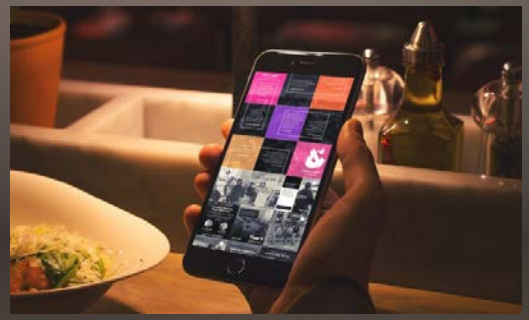


COPY & ART ADVERTISING, Internal Marketing (web, blog, email, podcast, social media...)

Branding, art direction, and AV production

Print and Digital Ads

Podcast and Social Media Direction



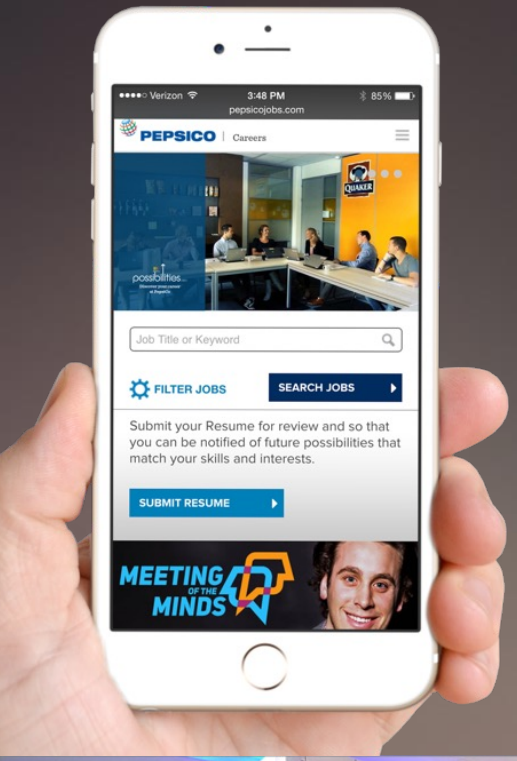
instagram.com/copyandart/

ACORDA THERAPUETICS, Salesforce Warrior Recognition

Art direction, material sourcing, and self-installation

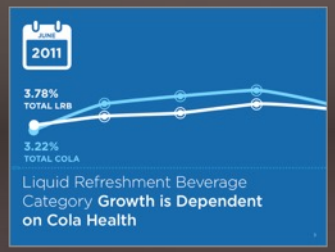
PEPSICO, Experiential Events, Social, and Internal operations support

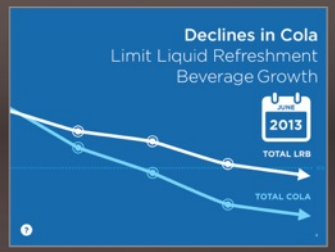
Art direction, production, and onsite event support



PEPSICO, Digital Selling Tools

Design and production





FOXBET SPORTSBOOK, Promotional Materials

Creative direction and production

Digital Billboards

Motion Broadcast Graphics

Social Media and Animated Digital Ads

PEPSICO, Corporate and Brand/Product Activations

Art direction, production, presentation, and onsite event support

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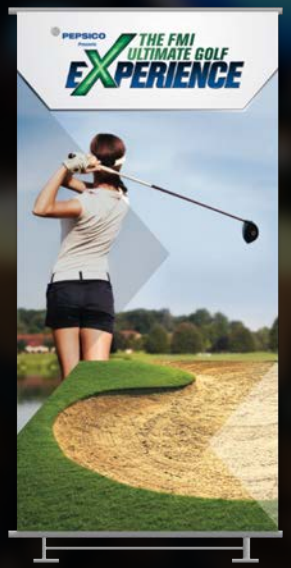


PEPSICO, Corporate and Brand/Product Activations

Art direction, production, presentation, and onsite event support

INTERNATIONAL FLAVORS & FRAGRANCES, Brand/Product Activations

Art direction, production, presentation, and onsite event support

INTERNATIONAL FLAVORS & FRAGRANCES, Brand/Product Activations

Art direction, production, presentation, and onsite event support

INTERNATIONAL FLAVORS & FRAGRANCES, Investor Day

Art direction, production, presentation, and onsite event support

AMERICAN EXPRESS, Global HR Conference

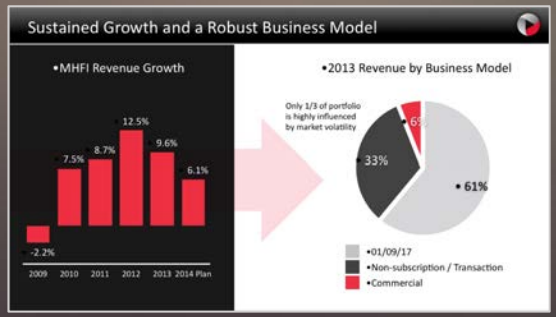
Art direction, production, presentation, and onsite event support

AMERICAN EXPRESS, Global HR Conference

Art direction, production, presentation, and onsite event support

S&P Global, Corporate Conferences

Art direction, production, presentation, and onsite event support



Thank You

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