

Ralph Calderon

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Deep experience in high-science healthcare advertising specializing in complex messaging and FDA-compliant storytelling. Known for stabilizing high-pressure brands, building client trust, and serving as a central knowledge resource for teams navigating launch-critical work. Brings creative rigor, operational discipline, and calm-under-pressure leadership to every engagement.

SELECTED EXPERIENCE

VP / Associate Creative Director | AREA 23

2020 – PRESENT

- Helped deliver the first Lilly brand website live on Day 0 of FDA approval.
- Lead US HCP creative for EYLEA HD across campaign, congress, video, and digital programs.
- Owned brand messaging, scientific accuracy, and FDA compliance across US and global work.
- Primary translator of high-science oncology data into clear, confident HCP messaging.
- Managed and mentored teams of writers; led onboarding, performance growth, and long-term development.
- Built internal tools and AI-assisted workflows, including a claim annotation tool and reference utilities, that streamline repetitive regulatory tasks; trained the creative team to adopt them.

Creative Director | MOMENTUM WORLDWIDE

2016 – 2019

- Led multidisciplinary creative teams of 30+ across live events and sponsorships, mastering a new discipline while maintaining creative quality and team stability.

Freelance Creative Director | DAGGERWING

2015 – 2016

- Built early pharmaceutical expertise and high-science fluency; recognized for strong client partnership.

Creative Director | RAPP

2013 – 2015

- Assumed temporary CCO responsibilities after a leadership departure, overseeing hiring, performance management, promotions, and compensation while managing the agency's full portfolio of brands.

Associate Creative Director | MCCANN ERICKSON

2007 – 2012

- Led TV production, print, web, and digital; mentored teams and strengthened client relationships for Verizon, Bertolli, NASDAQ, and Nikon.

Senior Copywriter | DDB

2003 – 2007

- Developed national TV campaigns for Subaru, Anheuser-Busch, Diet Pepsi, New York Lottery, and Philips.

RECOGNITION

Clio • Clio Sports • One Show • Communication Arts • ADDY • Print • Hollywood A-List • Hatch

CLINICAL FOCUS

Oncology • Hepatology • Cardiology • Women's Health • Ophthalmology